

To: Allen, Laura[Allen.Laura@epa.gov]
From: Laura Allen
Sent: Fri 9/19/2014 2:20:30 PM
Subject: social media for climate wk
[Tweetsfor@GinaEPA_climatewk_9.22.14.docx](#)
[Climate Week - Social media - 9-18-14 JAO dh\(2\).docx](#)
[Climate Week - more social media from OWC research - 9-18-14 JAO dh\(2\).docx](#)

To: Allen, Laura[Allen.Laura@epa.gov]
From: Orquina, Jessica
Sent: Fri 7/25/2014 8:26:44 PM
Subject: Awaiting your review - FRIDAY AFTERNOON
RE: FOR REVIEW: Social media to promote the administrator's blog about tribal grants - by COB TODAY
RE: FOR REVIEW: EPA Issues Policy Supporting Tribal and Indigenous Communities social media - by
3PM TODAY
RE: FOR REVIEW ASAP: Tweets for CPP hearings - by COB TODAY

Hi Laura,

Here are the outstanding items that we're awaiting your review and approval.

If you have any questions, let me know! If I don't take to you – have a great trip next week.

Jess

Jessica Ann Orquina

Social Media Lead
Office of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: Personal cell/email

EPA: <http://www.epa.gov>

Social Media at EPA:

<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.

Under President Obama's Climate Action Plan, a Year of Progress at EPA

Climate change supercharges risks to our health, our economy, and our way of life. On behalf of our kids and future generations—we have a moral obligation to act. That's why in June, 2013, President Obama unveiled his [Climate Action Plan](#) to cut the harmful carbon pollution fueling climate change, build a more resilient nation to face climate impacts today, and lead the world in our global climate fight.

As part of the President's plan—he called on EPA to act. And over this past year, we've been answering that call.

- In September, 2013, we proposed standards to limit carbon pollution from new power plants yet to be built. This past June, we proposed carbon pollution standards for existing power plants by laying out a Clean Power Plan. Both of our proposals were built from extensive outreach and advice from states, cities, industry and the public. We're continuing those crucial conversations on standards for existing plants throughout a 120-day comment period which closes on October 16, 2014. We plan to finalize standards for existing plants in June, 2015. Cutting carbon pollution from power plants—and all the pollution that comes packaged with it—will mean thousands of fewer heart attacks, and tens of thousands fewer asthma attacks, especially for our kids.
- We know carbon pollution isn't just about power plants. We're building on historic progress on fuel efficiency standards by working to make post-2018 heavy duty trucks more efficient, too—bolstering energy security, spurring innovation, and saving money. Fuel efficiency means we fill up less often, saving money at the pump, while cutting huge amounts of carbon pollution. It's a win-win.
- EPA isn't going it alone. We've made tremendous progress across the Administration under the President's leadership. We've permitted a record amount of clean energy projects on public lands, and we've stepped up appliance efficiency standards that cut pollution and cut costs for families and businesses. In fact, since the President took office, the energy we get from wind has tripled and solar has grown ten-fold.
- Recognizing the need for an all-of-the-above approach to develop homegrown energy, along with the need for commonsense steps to cut carbon pollution, the President released a Strategy to Reduce Methane Emissions that maps out steps to measure and reduce emissions of this potent greenhouse gas. At EPA, we've sought peer and public review and we're looking at the input we received so far, with the aim of identifying our next steps this fall. We also announced a roadmap for the [Natural Gas STAR GOLD](#) partnership program, which will officially launch by the end of the year. Basically, we're adding another level of recognition to our successful Natural Gas Star program to encourage member companies to do more to reduce more pollution.
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To: Johnson, Alisha[Johnson.Alisha@epa.gov]
From: Allen, Laura
Sent: Wed 6/18/2014 7:06:21 PM
Subject: Fw: 111(d) web content
CPP Social Media Posts Scheduled - June 18-20 - JAO.docx

Alisha, social media posts for today, tomorrow and fri. No blogs planned on 111d

Original Message
From: Orquina, Jessica <Orquina.Jessica@epa.gov>
Sent: Wednesday, June 18, 2014 1:57 PM
To: Allen, Laura; Levy, Jeffrey; Hart, Daniel
Subject: RE: 111(d) web content?

Hi Laura,

I'm sorry I was not able to get this to you sooner. Attached are the posts scheduled for today, tomorrow, and Friday.

Jess

Jessica Ann Orquina
Social Media Lead
Office of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency
Email: orquina.jessica@epa.gov
Office: 202-564-0446
Mobile: Personal cell/email

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-----Original Message-----
From: Allen, Laura
Sent: Wednesday, June 18, 2014 1:46 PM
To: Levy, Jeffrey; Orquina, Jessica; Hart, Daniel
Subject: FW: 111(d) web content

Any social media planned for today or tomorrow on 111d? thanks!

-----Original Message-----
From: Johnson, Alisha
Sent: Wednesday, June 18, 2014 1:37 PM
To: Allen, Laura
Subject: 111(d) web content

Anything new planned for today or tomorrow? Blogs, etc?

Carly's Stakeholder Engagement Tracker

Non-responsive

Carly's Stakeholder Engagement Tracker

Non-responsive

2014.09.18	All stakeholders	GovDelivery list	EPA Highlights	blast email	Clean Power Plan extension, Clean Water Thunderclap, NSCEP publication center, EJ blog on social justice
2014.09.17	All stakeholders	VOCUS lists	Clean Power Plan Extension	blast email	Blast email to all VOCUS lists on Clean Power Plan extension
2014.09.15	Stakeholder List	Stakeholder List	Clean Power Plan Q&A	blast email	Blast email to youth and green sports stakeholders with invite to participate in Clean Power Plan webinar Q&A session

Non-responsive

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	Alliance for Climate Education	Leah Qusba	youth, climate	email	Email chain with Leah to talk about students commenting on the Clean Power Plan and writing articles
2014.07.29					Public Hearings on Clean Power Plan, Consumer warning on refrigerants, Comments on Risk Management Program, Environmental justice & climate change
2014.07.25	All stakeholders	GovDelivery list	EPA Highlights	blast email	

Non-responsive

Non-responsive

Carly's Stakeholder Engagement Tracker

2014.06.12	All stakeholders	GovDelivery list	EPA Highlights	blast email	For Clean Power Plan, Administrator and Clean Power Plan travel, Harmful algal blooms webinar, Chemical safety commitment
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Non-responsive

2014.06.06	All stakeholders	GovDelivery list	EPA Highlights	blast email	Clean Power Plan announcement
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Non-responsive

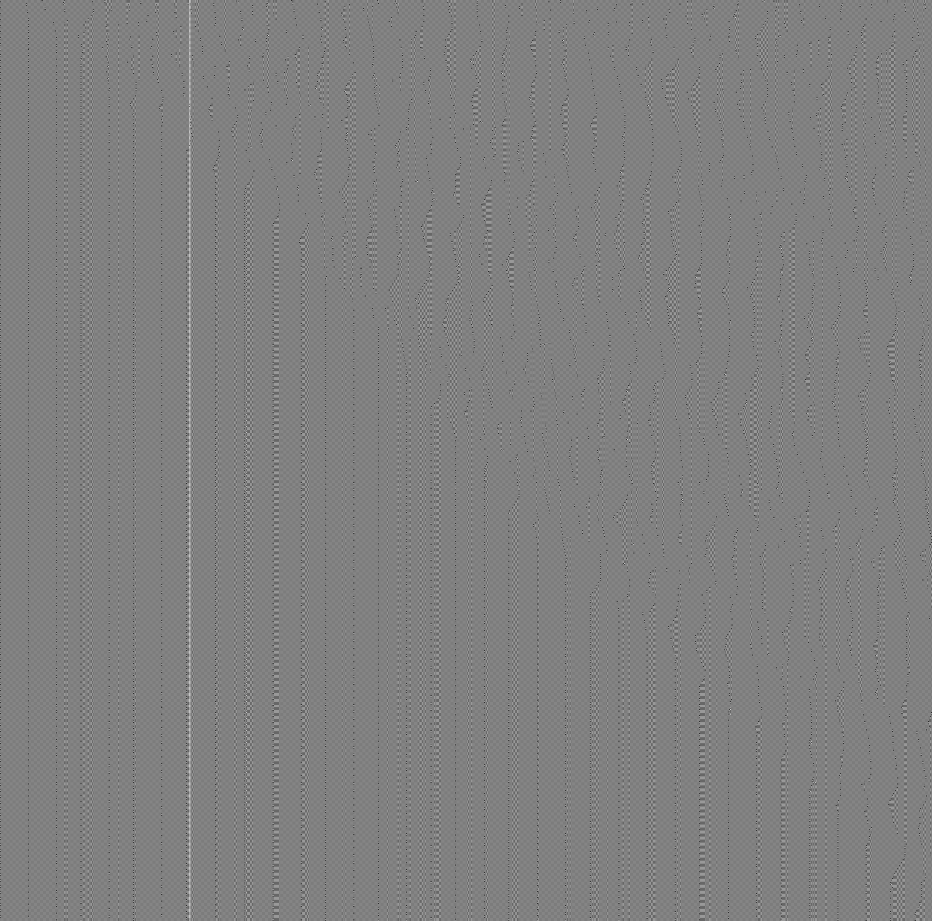
2014.06.02	Stakeholder List	Stakeholder List	111(d)	Blast E-Mail	Sent 111(d) plan and press release
2014.06.02	Stakeholder List	Stakeholder List	111(d)	Blast E-Mail	Sent 111(d) tweet hashtags
2014.06.02	Stakeholder List	Stakeholder List	111(d)	Blast E-Mail	Sent 111(d) stakeholder call information

Non-responsive

Carly's Stakeholder Engagement Tracker

[illegible]

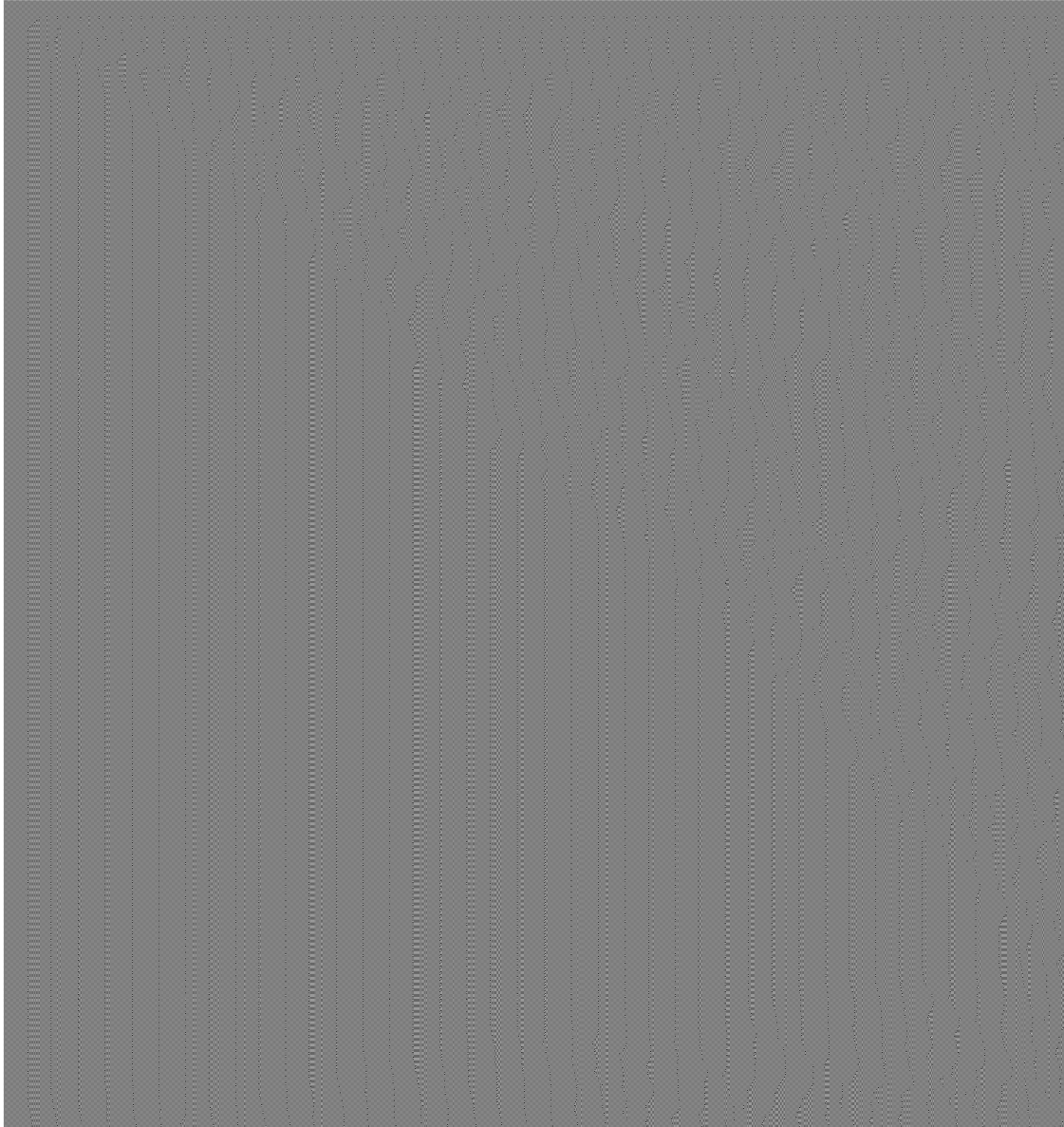
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Date	Time	Location	Weather	Remarks
1998-01-01	08:00	St. John's, NL	Clear	Arrived at 07:30, left at 08:00
1998-01-01	12:00	St. John's, NL	Clear	Left at 12:00, arrived at 12:30
1998-01-01	16:00	St. John's, NL	Clear	Left at 16:00, arrived at 16:30
1998-01-01	20:00	St. John's, NL	Clear	Left at 20:00, arrived at 20:30
1998-01-01	24:00	St. John's, NL	Clear	Left at 24:00, arrived at 24:30
1998-01-02	08:00	St. John's, NL	Clear	Left at 08:00, arrived at 08:30
1998-01-02	12:00	St. John's, NL	Clear	Left at 12:00, arrived at 12:30
1998-01-02	16:00	St. John's, NL	Clear	Left at 16:00, arrived at 16:30
1998-01-02	20:00	St. John's, NL	Clear	Left at 20:00, arrived at 20:30
1998-01-02	24:00	St. John's, NL	Clear	Left at 24:00, arrived at 24:30
1998-01-03	08:00	St. John's, NL	Clear	Left at 08:00, arrived at 08:30
1998-01-03	12:00	St. John's, NL	Clear	Left at 12:00, arrived at 12:30
1998-01-03	16:00	St. John's, NL	Clear	Left at 16:00, arrived at 16:30
1998-01-03	20:00	St. John's, NL	Clear	Left at 20:00, arrived at 20:30
1998-01-03	24:00	St. John's, NL	Clear	Left at 24:00, arrived at 24:30
1998-01-04	08:00	St. John's, NL	Clear	Left at 08:00, arrived at 08:30
1998-01-04	12:00	St. John's, NL	Clear	Left at 12:00, arrived at 12:30
1998-01-04	16:00	St. John's, NL	Clear	Left at 16:00, arrived at 16:30
1998-01-04	20:00	St. John's, NL	Clear	Left at 20:00, arrived at 20:30
1998-01-04	24:00	St. John's, NL	Clear	Left at 24:00, arrived at 24:30
1998-01-05	08:00	St. John's, NL	Clear	Left at 08:00, arrived at 08:30
1998-01-05	12:00	St. John's, NL	Clear	Left at 12:00, arrived at 12:30
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1998-01-05	20:00	St. John's, NL	Clear	

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A large gray rectangular area representing a redacted table. The table is titled "Carly's Stakeholder Engagement Tracker" and is located on page 11 of 14. The redaction covers the entire content area of the table, leaving only the header and footer visible.

Carly's Stakeholder Engagement Tracker

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Date of Event	Requested Speaker	Organization	Type of Event

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Location	Status	Requestor	Date Submitted

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To: KeyesFleming, Gwendolyn[KeyesFleming.Gwendolyn@epa.gov]; Reeder, John[Reeder.John@epa.gov]
Cc: Reynolds, Thomas[Reynolds.Thomas@epa.gov]; Johnson, Alisha[Johnson.Alisha@epa.gov]; Bond, Brian[Bond.Brian@epa.gov]; Lesperance, Twanna[Lesperance.Twanna@epa.gov]; Cuscino, Glen[Cuscino.Glen@epa.gov]
From: Smith, Roxanne
Sent: Fri 6/6/2014 9:31:57 PM
Subject: Weekly Stats Report
[06 03 2014-Weekly Stats.docx](#)

Gwen & John:

Here is our latest weekly stats report from the Office of Web Communications. It covers the week of May 25 through May 31. Next Tuesday I should have the stats for this week and I'll be sure to send them to you.

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Most popular FB and Twitter posts from Monday

Facebook Posts

- 1) 709 likes, 145 shares - Take a deep breath! Our proposed Clean Power Plan will cut carbon pollution from power plants by 30% by 2030. www.epa.gov/cleanpowerplan
- 2) 480 likes, 38 shares - This morning, Administrator @GinaEPA announced our proposed Clean Power Plan. [#ActOnClimate](#)
- 3) 358 likes, 132 shares - Making U.S. power systems less polluting under Clean Power Plan will spur innovation & economic growth. [#ActOnClimate](#)

Tweets

- 1) 156 retweets and 62 favorites – When it comes to climate change, most costly thing to do is to do nothing. [#ActOnClimate](#)
- 2) 128 retweets and 48 favorites- We all have a moral obligation to next generation to ensure world is stable, healthy, & vibrant as one we inherited. [#ActOnClimate](#)
- 3) 77 retweets and 27 favorites- For more information about the Clean Power Plan, visit <http://www2.epa.gov/carbon-pollution-standards> [#ActOnClimate](#)

Roxanne Smith

Principal Deputy Associate Administrator

Office of External Affairs & Environmental Education

U.S. Environmental Protection Agency

202-564-4455

smith.roxanne@epa.gov

To: Donald Maddox - EPA (Maddox.Donald@epa.gov)[Maddox.Donald@epa.gov]
From: Bond, Brian
Sent: Tue 6/24/2014 11:12:48 PM
Subject: FW: Climate Action Plan Anniversary Regional Amplification
[EPA specificTPs CAP 6.24.14.docx](#)
[Admin progress CAP 6.24.14.docx](#)
[july montly column \(final\).docx](#)

print

From: Lee, Monica
Sent: Tuesday, June 24, 2014 7:12 PM
To: Gray, David; Taheri, Diane; McCorkhill, Michael; Durant, Jennah; Assunto, Carmen; Carey, Curtis; Bryan, David; Lancaster, Kris; Whitley, Christopher; Kessler, Martin; Washburn, Ben; Bond, Shannon; Smith, Paula; Faulk, Libby; Mylott, Richard; Allen, Matthew; McClain-Vanderpool, Lisa; Zito, Kelly; Keener, Bill; Mogharabi, Nahal; PerezSullivan, Margot; Higuchi, Dean; Holsman, Marianne; Philip, Jeff; MacIntyre, Mark; Kader, Hanady; Conger, Nick; Skadowski, Suzanne; Schuster, Cindy; Germann, Sandy; Conger, Nick; Strauss, Linda; Loop, Travis; Senn, John; Aguirre, Amanda; Enobakhare, Rosemary; Bond, Brian; Ragland, Micah
Cc: Allen, Laura; Purchia, Liz
Subject: Climate Action Plan Anniversary Regional Amplification

Hey everyone – as we mentioned in the PADs call earlier, tomorrow is the anniversary of President Obama’s Climate Action Plan. We will be promoting the anniversary and the agency’s progress via HQ social media accounts and an HQ blog post.

We are asking for your help in amplifying the anniversary regionally through social media, pitching the attached column by the Administrator to your local newspapers, and adding messaging about the agency’s progress to any events or speeches that your RA has planned for tomorrow, and the rest of the week.

Attached are three documents:

- Column by the Administrator for pitching to local papers
- Overview of Administration progress on the Climate Action Plan
- Overview of EPA progress on the Climate Action Plan

The White House will also be releasing a Climate Action Plan Progress report tomorrow, which will list the Administration's achievements. We will send this link first thing tomorrow for use in tweets.

SAMPLE SOCIAL MEDIA POSTS:

****Continue using the #ActonClimate hashtag**

• One year ago today, the President released his Climate Action Plan. Since, we've taken critical steps to #ActOnClimate [link to Climate Action Progress Report]

• Thanks to the Climate Action Plan, more money is being invested in developing clean and renewable energy. #ActOnClimate [link to Climate Action Progress Report]

• As a result of the Climate Action Plan, we've announced the first-ever limits on carbon pollution. #ActOnClimate [link to Clean Power Plan web page]

• Thanks to the Climate Action Plan, America is taking a leading role in addressing climate change on a global scale. #ActOnClimate [link to Climate Action Progress Report]

• By increasing renewable energy investment, the Climate Action Plan is encouraging innovation & economic growth. #ActOnClimate

• Thanks to the Climate Action Plan, our communities will be better prepared for future climate change impacts. #ActOnClimate [link to Climate Action Progress Report]

• Tell us how you #ActonClimate to ensure the world we leave our kids is safe, healthy, and full of opportunity. [link to Climate Action Progress Report]

Monica Lee

Deputy Press Secretary

Office of the Administrator

Environmental Protection Agency

Direct: 202-564-0645

Cell: **Personal cell/email**

lee.monica@epa.gov

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To: Ragland, Micah[Ragland.Micah@epa.gov]; Rosemary Enobakhare-EPA (Enobakhare.Rosemary@epa.gov)[Enobakhare.Rosemary@epa.gov]; Amanda Aguirre-EPA (Aguirre.Amanda@epa.gov)[Aguirre.Amanda@epa.gov]
From: Bond, Brian
Sent: Fri 6/6/2014 9:33:23 PM
Subject: FW: Weekly Stats Report
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From: Smith, Roxanne
Sent: Friday, June 06, 2014 5:32 PM
To: KeyesFleming, Gwendolyn; Reeder, John
Cc: Reynolds, Thomas; Johnson, Alisha; Bond, Brian; Lesperance, Twanna; Cuscino, Glen
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Most popular FB and Twitter posts from Monday

Facebook Posts

- 1) 709 likes, 145 shares - Take a deep breath! Our proposed Clean Power Plan will cut carbon pollution from power plants by 30% by 2030. www.epa.gov/cleanpowerplan
- 2) 480 likes, 38 shares - This morning, Administrator @GinaEPA announced our proposed Clean Power Plan. [#ActOnClimate](#)
- 3) 358 likes, 132 shares - Making U.S. power systems less polluting under Clean Power Plan will spur innovation & economic growth. [#ActOnClimate](#)

Tweets

- 1) 156 retweets and 62 favorites – When it comes to climate change, most costly thing to do is to do nothing. [#ActOnClimate](#)
- 2) 128 retweets and 48 favorites- We all have a moral obligation to next generation to ensure world is stable, healthy, & vibrant as one we inherited. [#ActOnClimate](#)
- 3) 77 retweets and 27 favorites- For more information about the Clean Power Plan, visit <http://www2.epa.gov/carbon-pollution-standards> [#ActOnClimate](#)

Roxanne Smith

Principal Deputy Associate Administrator

Office of External Affairs & Environmental Education

U.S. Environmental Protection Agency

202-564-4455

smith.roxanne@epa.gov

Carly's Stakeholder Engagement Tracker

Date	Organization	Contact	Topic	Medium	Comments
					Clean Power Plan extension, Clean Water Thunderclap, NSCEP publication center, EJ blog on social justice
2014.09.18	All stakeholders	GovDelivery list	EPA Highlights	blast email	Blast email to all VOCUS lists on Clean Power Plan extension
2014.09.17	All stakeholders	VOCUS lists	Clean Power Plan Extension	blast email	Blast email to youth and green sports stakeholders with invite to participate in Clean Power Plan webinar Q&A session
2014.09.15	Stakeholder List	Stakeholder List	Clean Power Plan Q&A	blast email	

Non-responsive

Non-responsive

Non-responsive

Carly's Stakeholder Engagement Tracker

Non-responsive

	Alliance for 2014.07.29Climate Education	Leah Qusba	youth, climate	email	Email chain with Leah to talk about students commenting on the Clean Power Plan and writing articles
2014.07.25	All stakeholders	GovDelivery list	EPA Highlights	blast email	Public Hearings on Clean Power Plan, Consumer warning on refrigerants, Comments on Risk Management Program, Environmental justice & climate change

Non-responsive

Carly's Stakeholder Engagement Tracker

Non-responsive

2014.06.12	All stakeholders	GovDelivery list	EPA Highlights	blast email	For community recovery, Administrator and Clean Power Plan travel, Harmful algal blooms webinar, Chemical safety commitment
Non-responsive					
2014.06.06	All stakeholders	GovDelivery list	EPA Highlights	blast email	Clean Power Plan announcement

Carly's Stakeholder Engagement Tracker

Non-responsive

2014.06.02 Stakeholder List	Stakeholder List	111(d)	Blast E-Mail	Sent 111(d) plan and press release
2014.06.02 Stakeholder List	Stakeholder List	111(d)	Blast E-Mail	Sent 111(d) tweet hashtags
2014.06.02 Stakeholder List	Stakeholder List	111(d)	Blast E-Mail	Sent 111(d) stakeholder call information

Non-responsive

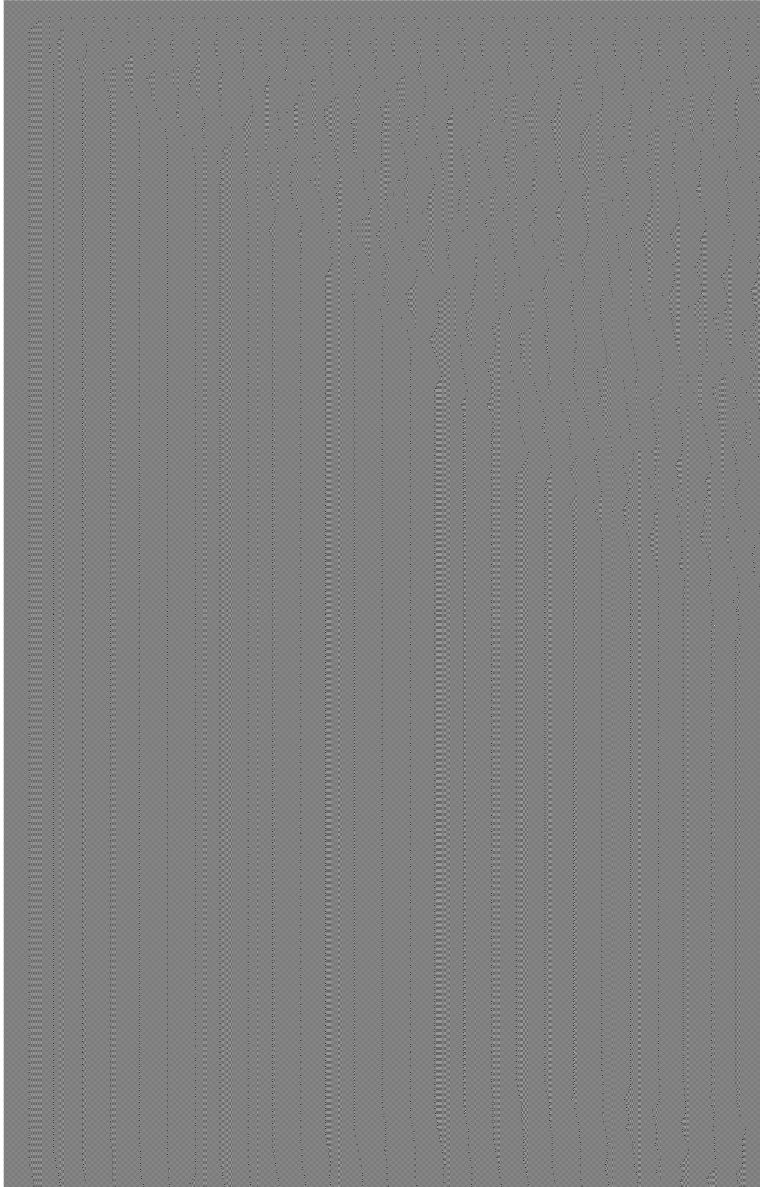
[illegible]

Carly's Stakeholder Engagement Tracker

Carly's Stakeholder Engagement Tracker

This image is a large, solid black rectangle that occupies the majority of the page. It appears to be a redaction of sensitive information or a placeholder for a figure or image that has been removed. The rectangle is uniform in color and texture, with no visible details or patterns inside.

Carly's Stakeholder Engagement Tracker

A large gray rectangular area representing a redacted table. The table is not visible due to redaction.

Carly's Stakeholder Engagement Tracker

Carly's Stakeholder Engagement Tracker

Carly's Stakeholder Engagement Tracker

Carly's Stakeholder Engagement Tracker

Carly's Stakeholder Engagement Tracker

Date of Event	Requested Speaker	Organization	Type of Event

--	--	--	--

Location	Status	Requestor	Date Submitted

--	--	--	--

To: Rivera, Keylin[Rivera.Keylin@epa.gov]; Kukla, Alison[Kukla.Alison@epa.gov]; scheduling[scheduling@epa.gov]; Herckis, Arian[Herckis.Arian@epa.gov]; Bluhm, Kate[Bluhm.Kate@epa.gov]
Cc: Bond, Brian[Bond.Brian@epa.gov]; Enobakhare, Rosemary[Enobakhare.Rosemary@epa.gov]; Ragland, Micah[Ragland.Micah@epa.gov]
From: Aguirre, Amanda
Sent: Wed 8/20/2014 5:04:10 PM
Subject: Sept. 24 American Academy of Pediatrics- Twitter Chat
[AAP SCHEDULE PROPOSAL FOR ADMINISTRATOR.docx](#)

Team Scheduling- Please find a request below for time on AAP twitter chat as a follow up to her article this month, she of course does not need to be present but she cannot do an external facing event that that time selected, we are requesting availability on the suggested date of September 24th is the preferred date . Don't hesitate to let me know if you have any questions. Thanks so much,

Amanda M. Aguirre

Special Assistant for Public Engagement

Office of the Administrator

U.S. Environmental Protection Agency

(202) 564-1240

Visit EPA's Spanish website: www.epa.gov/espanol
[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)
[Twitter.com/epaespanol](https://twitter.com/epaespanol)

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-

SCHEDULE PROPOSAL FOR ADMINISTRATOR

DATE: 8/20/14

TODAY'S

Requesting Office: Office of Public Engagement

Event / Meeting: Twitter Chat – Children & Climate Change

WHO: American Academy of Pediatrics

Purpose: This twitter chat discussion in partnership with the American Academy of Pediatrics is to promote the Administrator's column and EPA message through social media during the month of August. This social media campaign would also be an opportunity to discuss with the public health stakeholders how and why communities should get involved with Children's Health Month, in October, the Clean Power Plan (111D Proposal) — specifically, the new guidelines for existing power plants that she introduced earlier this summer, and guidelines for new plants, along with other EPA planned activities.

The Administrator's AAP article was published on August 1, 2014. A copy for review is on page 2 of this document.

Background: AAP News, the official newsmagazine of the American Academy of Pediatrics and its 62,000 members, is dedicated to informing, educating and inspiring readers on matters related to pediatric health care and the Academy. Its content includes news and feature stories, commentaries and regular columns, largely written by AAP members and AAP News staff.

General Information

Twitter Account: @AmerAcadPeds

Followers: 28.2K

Event Date: September 24, 2014

Time/Length: 30 mins

Location: Administrator's Office

Contacts: Brian Bond, Amanda Aguirre, Shakeba Carter-Jenkins, OPE

Guest Commentary

Most compelling reason to act on climate: our children's health

1. Gina McCarthy, Administrator, U.S. Environmental Protection Agency

I didn't plan for a life built around protecting the environment. In fact, I started my career as a health agent in Canton, Mass. But at some point I realized that at its core, the issue of a clean environment is a matter of public health — and our children are particularly vulnerable to environmental health hazards.



McCarthy

The Environmental Protection Agency's (EPA) responsibility to protect public health and the environment is driven in large part by our duty to protect our kids. Today, climate change is supercharging health risks especially for our children.

Carbon pollution fuels climate change, and power plants are our nation's largest source. That carbon pollution comes bundled with other harmful pollutants like nitrogen oxide and sulfur dioxide that cause respiratory problems like asthma, especially among children. Although the United States already limits power plant pollutants like mercury and arsenic, there are no limits on carbon pollution.

I'm encouraged to see pediatricians nationwide educating families and calling for action. You're making a difference already. Surveys continue to show that a majority of Americans recognize climate change as a threat and want commonsense limits on carbon pollution. And the most compelling reason cited is — you guessed it — our children. But we have a lot of work left to do.

Pediatric Environmental Health Specialty Units across the country provide advice on environmental causes of illness in children. We know that climate-related health risks are disproportionately higher for communities of color, lower-income families and tribal populations that deal with relatively higher rates of asthma and exposure. Pediatric health professionals have an obligation to sharpen their understanding of the health effects of poor air quality in a changing climate — because there's no voice more credible than public health professionals to convey that our climate crisis is a public health crisis. That's why the American Academy of Pediatrics has called for reducing carbon pollution, and public health organizations nationwide have done the same.

On June 2, the EPA answered that call by proposing standards to limit carbon pollution from power plants. Our standards would not only cut carbon pollution by 30% in 2030, they'll also slash other harmful pollutants that threaten respiratory and cardiovascular health. In the first year those standards go into effect, they'll help avoid up to 100,000 asthma attacks and 2,100 heart attacks.

History shows that children's health has been a driving force for commonsense environmental protection. For example, we know exposure to mercury in the womb harms the developing nervous system and has adverse effects on cognitive thinking and fine motor skills. That's why we have environmental protections in place to reduce mercury exposure. Similarly, our medical understanding that lead in our kids' blood impedes brain development propelled us to phase out toxic leaded gasoline. And learning about the risks of secondhand smoke fueled a movement that has led to a dramatically healthier environment for our children.

The public health community's voice has always been vital; with climate change, our obligation to speak for children's health and act to protect it is as clear as ever.

As the EPA works to finalize carbon pollution standards next June, I urge pediatricians across the country to keep making your voices heard. Speak up at our public listening sessions, comment on the rule itself, and share your thoughts on Facebook and Twitter

using the hashtag #ActOnClimate. All health professionals can agree that the easiest ailment to treat is one that never develops. As pediatricians, as public servants and as parents, let's fulfill our obligation to this generation and beyond by acting on climate change.

Amanda M. Aguirre

Special Assistant for Public Engagement

Office of the Administrator

U.S. Environmental Protection Agency

(202) 564-1240

Visit EPA's Spanish website: www.epa.gov/espanol

Facebook.com/epaespanol

Twitter.com/epaespanol

To: Bond, Brian[Bond.Brian@epa.gov]
From: Aguirre, Amanda
Sent: Thur 6/26/2014 4:07:33 PM
Subject: FW: Tomorrow: Google+ Hangout Climate Change & the Latino Community

Liz Purchia → Shes the bestest.

From: Purchia, Liz
Sent: Thursday, June 26, 2014 10:52 AM
To: Aguirre, Amanda; Lee, Monica
Cc: Ragland, Micah; Enobakhare, Rosemary
Subject: RE: Tomorrow: Google+ Hangout Climate Change & the Latino Community

Definitely. I'll send to OAR and see if they can determine an appropriate place to post these charts near where other info on the CPP is located.

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

From: Aguirre, Amanda
Sent: Thursday, June 26, 2014 10:39 AM
To: Lee, Monica; Purchia, Liz
Cc: Ragland, Micah; Enobakhare, Rosemary
Subject: FW: Tomorrow: Google+ Hangout Climate Change & the Latino Community

Hey Monica & Liz-

Just wanted to shoot you a note before I forget. Can I work with you in the next couple of weeks to get these factsheets up on our website? Would be super helpful to have the constituency

factsheets up so we can have partner agency's and stakeholders amplify the message. Thanks!

Amanda

From: Aguirre, Amanda
Sent: Thursday, June 26, 2014 10:35 AM
To: 'Rodriguez, Gina (OS/IEA)'
Subject: RE: Tomorrow: Google+ Hangout Climate Change & the Latino Community

Unfortunately not :/

From: Rodriguez, Gina (OS/IEA) [<mailto:Gina.Rodriguez@hhs.gov>]
Sent: Thursday, June 26, 2014 10:33 AM
To: Aguirre, Amanda; Alvarez, Mayra (HHS/OASH)
Subject: Re: Tomorrow: Google+ Hangout Climate Change & the Latino Community

Are there links to this?

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Thursday, June 26, 2014 10:27 AM
To: Rodriguez, Gina (OS/IEA); Alvarez, Mayra (HHS/OASH)
Subject: RE: Tomorrow: Google+ Hangout Climate Change & the Latino Community

We got some factsheets, attached. Thanks!!

AA

From: Rodriguez, Gina (OS/IEA) [<mailto:Gina.Rodriguez@hhs.gov>]
Sent: Wednesday, June 25, 2014 6:21 PM
To: Aguirre, Amanda; Alvarez, Mayra (HHS/OASH)

Subject: Re: Tomorrow: Google+ Hangout Climate Change & the Latino Community

Absolutely!!!!

Any other links to reference material you want to be added?

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]

Sent: Wednesday, June 25, 2014 06:09 PM

To: Alvarez, Mayra (HHS/OASH); Rodriguez, Gina (OS/IEA)

Subject: Tomorrow: Google+ Hangout Climate Change & the Latino Community

Hey Ladies- We are having a google hang out tomorrow, with the Administrator focused on Latinos & Climate Change. If you have a sec, could you pass along any of the info below to your networks, and help us amplify. Would truly appreciate it! Thanks so much and hope ya'll are well!!

Amanda

Details:

Who: Voces Verdes, Latino Giant, Green For All, Voxxi & Speak Hispanic

What: Google+ Hangout discussion on climate change's impact on the Latino Community

When: Thursday, June 26, 2014

Time: 3:30pm - 4:15pm EST

Key Link:

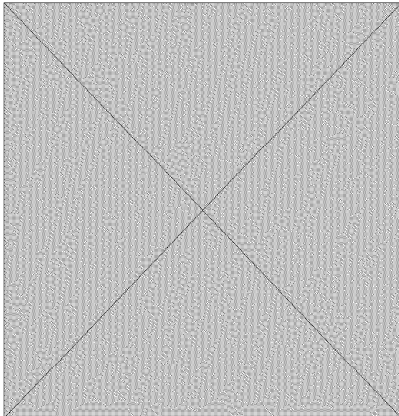
<http://www.vocesverdes.org/voces-in-action>

<http://www.latinovations.com/2014/06/25/join-the-conversation-climate-change-and-the-latino-community/>

<https://plus.google.com/117813370576046957022/posts>

Summary:

[Join EPA Administrator and Latino Community for Climate Change Discussion on TODAY, Thursday June 26th](#)



Join EPA Administrator Gina McCarthy and host Voces Verdes **TODAY at 3:30 PM EDT** for a Google+ discussion on the impact of climate change on the Latino community. **RSVP to join the conversation [here](#)**. Follow the conversation on Twitter with @GinaEPA and @Voces_Verdes using **#ClimateVoces** and **#ActOnClimate**.

SAMPLE TWEETS:

Join @GinaEPA & @Voces_Verdes to discuss climate change & the Latino community TODAY June 26. #ClimateVoces <http://bit.ly/1oUgIxq>

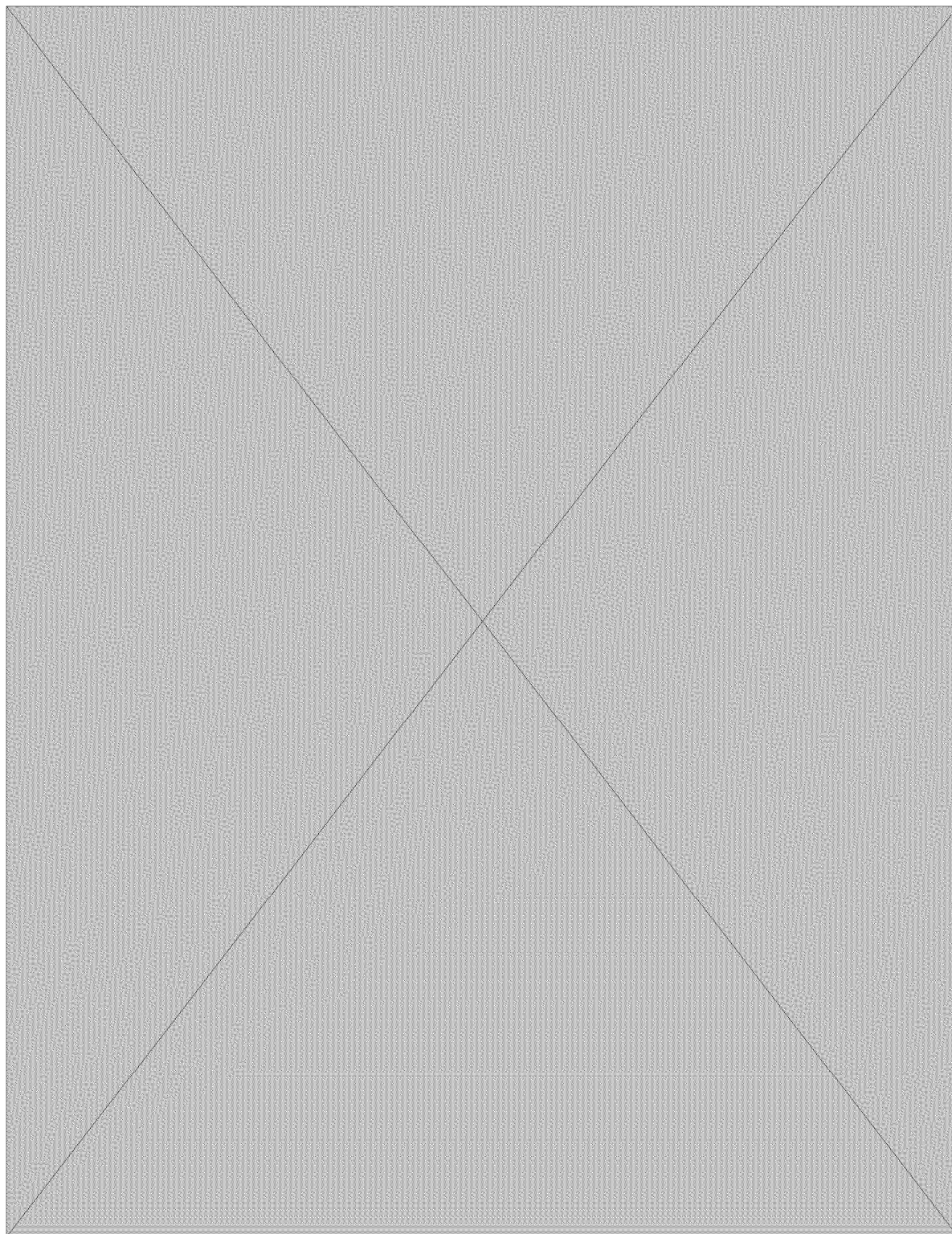
Discuss climate change's impact on the health of Latino communities with Administrator Gina McCarthy on June 26. #ClimateVoces <http://bit.ly/1oUgIxq>

Discuss climate change & the health of Latino communities with Administrator Gina McCarthy & Voces Verdes on June 26. #ClimateVoces <http://bit.ly/1oUgIxq>

Submit your questions now with #ClimateVoces. We'll answer them on a Google+ Hangout TODAY at 3:30PM EST. <http://bit.ly/1oUgIxq>

Join Administrator Gina McCarthy June 26 at 3:30PM EST for a live discussion about Climate Change & the Latino Community. #ClimateVoces <http://bit.ly/1oUgIxq>

FLYER:



To: Jones, Enesta[Jones.Enesta@epa.gov]
From: Jones, Enesta
Sent: Wed 12/3/2014 9:19:50 PM
Subject: Daily Wrap: 12.3.14

Air

Non-responsive

Evansville Courier & Press; International Business Times; Platts; and South Dakota Public Radio [Received 12/3] -- CLOSED 12/3 -- Sent Janet's blog on the Clean Power Plan and explained next steps.

Non-responsive

Greenwire [Received 12/2] -- OPEN -- Staff and roles on Clean Power Plan. Request with program. Deadline: 12/5.

Inside Energy [Received 12/3] -- OPEN -- Clean Power Plan comments and referral back from docket. Request with program. Deadline: 12/3.

Non-responsive

Non-responsive

To: Jones, Enesta[Jones.Enesta@epa.gov]
From: Jones, Enesta
Sent: Tue 12/2/2014 8:52:52 PM
Subject: Daily Wrap: 12.2.14

Air

Non-responsive

Argus and Capital New York [Received 12/2] -- CLOSED 12/2 -- Sent link to Janet's blog on the Clean Power Plan.

Non-responsive

Non-responsive

Enesta Jones

U.S. EPA, Office of Media Relations

Desk: 202.564.7873

Cell: 202.236.2426

Cc: Bremer, Kristen[Bremer.Kristen@epa.gov]; Lee, Monica[Lee.Monica@epa.gov]; Jones, Enesta[Jones.Enesta@epa.gov]; Millett, John[Millett.John@epa.gov]; Ashley, Jackie[Ashley.Jackie@epa.gov]
From: Drinkard, Andrea
Sent: Thur 11/20/2014 7:01:28 PM
Subject: RE: press on hearing

FYI... Margot and I are working on some background language (pulled from the blog, etc.) that we can share with the reporter about how the goals for each state (and therefore for each tribe) are different and why.

The bottom line is the guy didn't care enough to figure out which way was up before he wrote his story, our folks said nothing of the sort.

Navajo Nation Members Say Clean Air Proposal For Tribal Power Plants Too Lax Some Navajo Nation members want power plants on tribal land to meet the same carbon dioxide standards as the state under a new federal clean air proposal.

Navajo environmentalists said the EPA's latest proposal to reduce emissions linked to ozone depletion gives power plants on reservations special treatment.

"While the rest of the state of Arizona is going to have up to 50 percent reductions, for us its going to only be a mandated 4 to 6 percent reduction," said Jihan Gearon of Black Mesa, Ariz.

Gearon said carbon dioxide gasses are causing drought and making Navajo people sick. But, an EPA official at a Phoenix hearing on the proposal Wednesday said the tribes have to meet different standards because that's the way the Clean Air Act was written to protect jobs.

The EPA is accepting public testimony on the proposals through Dec. 19.

<http://kjzz.org/content/69286/navajo-nation-members-say-clean-air-proposal-tribal-power-plants-too-lax>

-----Original Message-----

From: PerezSullivan, Margot

Sent: Thursday, November 20, 2014 1:38 PM

To: Drinkard, Andrea; Niebling, William; Zimpfer, Amy

Cc: McKaughan, Colleen; King, Melanie; Lee, Anita; Mckelvey, Laura; Keener, Bill; Zito, Kelly; Glosson, Niloufar

Subject: RE: press on hearing

Navajo Nation Members Say Clean Air Proposal For Tribal Power Plants Too Lax Some Navajo Nation members want power plants on tribal land to meet the same carbon dioxide standards as the state under a new federal clean air proposal.

Navajo environmentalists said the EPA's latest proposal to reduce emissions linked to ozone depletion gives power plants on reservations special treatment.

"While the rest of the state of Arizona is going to have up to 50 percent reductions, for us its going to only be a mandated 4 to 6 percent reduction," said Jihan Gearon of Black Mesa, Ariz.

Gearon said carbon dioxide gasses are causing drought and making Navajo people sick. But, an EPA official at a Phoenix hearing on the proposal Wednesday said the tribes have to meet different standards because that's the way the Clean Air Act was written to protect jobs.

The EPA is accepting public testimony on the proposals through Dec. 19.

<http://kjzz.org/content/69286/navajo-nation-members-say-clean-air-proposal-tribal-power-plants-too-lax>

Tribes seek further EPA protection from pollution Members of the Navajo Nation and other regional tribes called Wednesday for more aggressive curbing of pollution from power plants on their land, though some leaders say the supplement to the Clean Power Plan is a good start.

The U.S. Environmental Protection Agency held a public hearing in Phoenix for a proposal that would affect Native American reservations and U.S. territories. The supplement adds to the June 2014 Clean Power Plan proposal, which sets specific goals for each state to reduce carbon-dioxide emissions by 2030.

Arizona's proposed goal is one of the highest at a 52 percent reduction in its carbon intensity. The Navajo Nation would strive for a roughly 6 percent reduction focused on the coal-fired Navajo Generating Station in Arizona and Four Corners Power Plant in New Mexico.

The South Point Energy Center on the Fort Mojave Reservation in Arizona and the Bonanza Power Plant on the Uintah and Ouray Reservation in Utah are also targeted in the supplement.

More than 50 people spoke at Wednesday's hearing, many of them members of northern Arizona, Utah and New Mexico tribes. They addressed the panel in English and indigenous languages about hazy skies, trouble breathing and health problems from pollution.

Some called for higher emission-reduction goals, emphasizing that the jobs supplied, cheap energy produced and water provided by the plants come with health and environmental costs for indigenous people.

"How will our communities and future generations benefit?" asked Colleen Cooley, a member of the Navajo Nation. "We deserve the same protection as the rest of the country."

Power plants on the Navajo Reservation are owned and operated in part by Salt River Project and the Arizona Public Service Co.

Both recently approved plans reducing emissions to comply with EPA haze restrictions. The EPA expects those changes will satisfy the Navajo emission-reduction target.

Representatives from APS and SRP said they are largely in agreement with the proposal but asked the EPA to reconsider the baseline year for emission data. Nancy Nesky, speaking for APS, added that many of the efficiency gains suggested by the EPA have already been implemented at the Four Corners plant.

No specific measures are detailed by the EPA in the proposal. Unlike states, tribes are not obligated to establish plans for their area, though the EPA could step in if necessary, said William Niebling, senior adviser for congressional and international affairs with the Office of Air and Radiation.

The EPA is also soliciting comment on how to let states and tribes collaborate on their emission-reduction plans.

The proposal is a good start after years of working with the EPA to include Native American perspectives in its rules, said Stephen Etsitty, executive director of the Navajo Nation Environmental Protection Agency. The tribe is working to develop renewable-energy technology, he said, but using coal can be done wisely.

<http://www.azcentral.com/story/news/arizona/politics/2014/11/19/tribes-see-epa-protection-pollution/19309141/>

Margot Perez-Sullivan
U.S. Environmental Protection Agency
D: 415.947.4149

Personal cell/email

E: perezsullivan.margot@epa.gov

-----Original Message-----

From: Drinkard, Andrea

Sent: Thursday, November 20, 2014 10:37 AM

To: Niebling, William; PerezSullivan, Margot; Zimpfer, Amy

Cc: McKaughan, Colleen; King, Melanie; Lee, Anita; Mckelvey, Laura; Keener, Bill; Zito, Kelly; Glosso, Niloufar

Subject: RE: press on hearing

Can someone send me the link? I wasn't sure which one to click on. Thanks.

-----Original Message-----

From: Niebling, William

Sent: Thursday, November 20, 2014 1:26 PM

To: PerezSullivan, Margot; Zimpfer, Amy

Cc: McKaughan, Colleen; King, Melanie; Lee, Anita; Mckelvey, Laura; Keener, Bill; Zito, Kelly; Glosso, Niloufar; Drinkard, Andrea

Subject: Re: press on hearing

I am not ?in a position to listen to the recording, but I am adding Andrea so that OAR comms can weigh in.

Original Message

From: PerezSullivan, Margot
Sent: Thursday, November 20, 2014 12:55
To: Zimpfer, Amy
Cc: McKaughan, Colleen; King, Melanie; Niebling, William; Lee, Anita; Mckelvey, Laura; Keener, Bill; Zito, Kelly; Glosson, Niloufar
Subject: Re: press on hearing

I'm not as concerned with the building blocks point, more concerned with his final statement that said the proposal doesn't require as much emission reductions on tribal because that's how the clean air act was written to preserve jobs.

Margot Perez-Sullivan
U.S. Environmental Protection Agency
D: 415.947.4149
Personal cell/email
E: perezsullivan.margot@epa.gov

> On Nov 20, 2014, at 9:52 AM, "Zimpfer, Amy" <Zimpfer.Amy@epa.gov> wrote:

>

> The clip is short and may not reach a lot of folks but it might be worth the call simply to correct the record. But I defer to HQ.

>

> One message, though, I do think we should consider clarifying is the Navajo statement that the standard for the tribal lands is so much lower than for nearby states. What got lost is the fact our tribal proposal uses the exact same 4 building block methodology used for states and applied in basically the same way. Because there are only two plants in Navajo land and they are coal, and t only the first building block to improve heat rate efficiency at the plant. The other 3 blocks result in no substantial reductions because there are no natural gas plants (BB2) and the RE and EE methodology does not apply.

> Is it worth trying to clarify this? Again I defer to HQ Amy Zimpfer,

> Associate Director, USEPA, Region 9

> +1 415.947.4146

> zimpfer.amy@epa.gov

>

>

>> On Nov 20, 2014, at 8:46 AM, PerezSullivan, Margot <PerezSullivan.Margot@epa.gov> wrote:

>>

>> Thanks for sending these. Unfortunately, he's fairly new to covering environmental stories and not terribly knowledgeable. We've had this issue in the past. I can reach out to the news director if you feel it's necessary. I haven't had a chance to listen but will do so in about an hour or so. Thanks again!

>>

>> Margot Perez-Sullivan

>> U.S. Environmental Protection Agency

>> D: 415.947.4149

>> Personal cell/email

>> E: perezsullivan.margot@epa.gov

>>

>>> On Nov 20, 2014, at 7:41 AM, "McKaughan, Colleen" <McKaughan.Colleen@epa.gov> wrote:

>>>

>>> He referenced "ozone depletion" so he was definitely confused. He did not do a very good job.

>>>

>>> -----Original Message-----

>>> From: King, Melanie

>>> Sent: Thursday, November 20, 2014 8:36 AM

>>> To: Niebling, William; McKaughan, Colleen; Zimpfer, Amy; Lee, Anita;

>>> Mckelvey, Laura; PerezSullivan, Margot

>>> Subject: RE: press on hearing

>>>

>>> I was puzzled about the CAA considering jobs thing. There is a link to the audio at the link below the AZ republic story. It's just a short audio clip.

>>>

>>> Melanie King

>>> Energy Strategies Group

>>> Sector Policies and Programs Division Office of Air Quality Planning

>>> and Standards U.S. Environmental Protection Agency Mail Code D243-01

>>> RTP, NC 27711

>>> Phone: (919) 541-2469

>>> Fax: (919) 541-5450

>>> king.melanie@epa.gov

>>>

>>>

>>> From: Niebling, William

>>> Sent: Thursday, November 20, 2014 10:29 AM

>>> To: McKaughan, Colleen; King, Melanie; Zimpfer, Amy; Lee, Anita;

>>> Mckelvey, Laura; PerezSullivan, Margot

>>> Subject: Re: press on hearing

>>>

>>> That NPR guy seemed a bit confused what was going on... nothing bad, I hope?

>>>

>>> From: McKaughan, Colleen

>>> Sent: Thursday, November 20, 2014 10:16

>>> To: King, Melanie; Zimpfer, Amy; Lee, Anita; Mckelvey, Laura;

>>> Niebling, William; PerezSullivan, Margot

>>> Subject: RE: press on hearing

>>>

>>>

>>> Heard the NPR story on the way back. Several inaccuracies but I think the tribal representatives appreciated the chance to be interviewed and have their perspective out in the public.

>>>

>>> Hope your travels aren't too difficult today!

>>>

>>> From: King, Melanie

>>> Sent: Thursday, November 20, 2014 7:59 AM

>>> To: McKaughan, Colleen; Zimpfer, Amy; Lee, Anita; Mckelvey, Laura;

>>> Niebling, William

>>> Subject: press on hearing

>>>

>>>

>>> Positive quote from Stephen Etsitty in the AZ Republic story. Thanks again to all of you.

>>>

>>>

>>> <http://www.azcentral.com/story/news/arizona/politics/2014/11/19/trib>

>>> es-see-epa-protection-pollution/19309141/

>>> Tribes seek further EPA protection from pollution An EPA hearing Wednesday addressed the Clean Power Plan on Indian reservations.

>>> Read

>>> more...<<http://www.azcentral.com/story/news/arizona/politics/2014/11/19/tribes-look-for-epa-protection-pollution/19309141/>>
>>>
>>>
>>> <http://kjzz.org/content/69286/navajo-nation-members-say-clean-air-proposal-tribal-power-plants-too-lax>
>>> [http://kjzz.org/sites/default/files/field/image/Clean%20Air%20Standards.JPG]<<http://kjzz.org/content/69286/navajo-nation-members-say-clean-air-proposal-tribal-power-plants-too-lax>>
>>>
>>> Navajo Nation Members Say Clean Air Proposal For Tribal Power Plants Too Lax | KJZZ
>>> Some Navajo Nation members want power plants on tribal land to meet the same carbon dioxide standards as the state under a new federal clean air proposal. Navajo environmentalists said the EPA's latest proposal to reduce emissions linked to ozone depletion gives power plants on reservations special treatment. "While the rest of the state of Arizona is going to have up to 50 percent reductions, for us it's going to only be a mandated 4 to 6 percent reduction," said Jihan Gearon of Black Mesa, Ariz.
>>> Read
>>> more...<<http://kjzz.org/content/69286/navajo-nation-members-say-clean-air-proposal-tribal-power-plants-too-lax>>
>>>
>>>

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From: Drinkard, Andrea
Sent: Tuesday, October 28, 2014 8:47 AM
To: Younes, Lina
Cc: Purchia, Liz; Ashley, Jackie; Millett, John; Levy, Jeffrey
Subject: RE: Materials as of 1:45

Here's the track changes version. Not too much substance changes, just wording tweaks here and there. I may have a few more edits from Janet, which I'll pass along in track changes as well. The changes to the fact sheet are very minor, but need to write an additional sentence. Will send those updates momentarily.

Thanks.

From: Younes, Lina
Sent: Tuesday, October 28, 2014 8:40 AM
To: Drinkard, Andrea
Cc: Purchia, Liz; Ashley, Jackie; Millett, John; Levy, Jeffrey
Subject: Re: Materials as of 1:45

The materials you sent as if "1:45pm" yesterday.

Sent from my iPhone

On Oct 28, 2014, at 8:37 AM, "Drinkard, Andrea" <Drinkard.Andrea@epa.gov> wrote:

Which version of the PR did I send to you?

From: Younes, Lina
Sent: Tuesday, October 28, 2014 8:35 AM
To: Drinkard, Andrea
Cc: Purchia, Liz; Ashley, Jackie; Millett, John; Levy, Jeffrey
Subject: Re: Materials as of 1:45

Andrea,

I've translated the PR and FS. Have there been any edits? Could you send the updated docs with track changes? Thanks. At what time are we issuing this?

Sent from my iPhone

On Oct 27, 2014, at 2:04 PM, "Drinkard, Andrea" <Drinkard.Andrea@epa.gov> wrote:

More for if needed at this point.

From: Purchia, Liz
Sent: Monday, October 27, 2014 2:01 PM
To: Younes, Lina; Drinkard, Andrea; Ashley, Jackie; Millett, John
Cc: Levy, Jeffrey
Subject: RE: Materials as of 1:45

Thanks. The rollout mentioned blog post. Are we still thinking that will be drafted or more for if needed?

•□□□□□□□ Post blog on NODA (2:30)

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

From: Younes, Lina
Sent: Monday, October 27, 2014 1:58 PM
To: Drinkard, Andrea; Ashley, Jackie; Millett, John; Purchia, Liz
Cc: Levy, Jeffrey
Subject: RE: Materials as of 1:45

So, at what time today do you think this will be “final”?

Non-responsive

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Non-responsive

To: Davis, Alison[Davis.Alison@epa.gov]
Cc: Jones, Enesta[Jones.Enesta@epa.gov]; Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Millett, John[Millett.John@epa.gov]; Hull, George[Hull.George@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]
From: Purchia, Liz
Sent: Wed 9/17/2014 10:49:15 PM
Subject: RE: ACTION: McClatchy RE: CPP

Yes, I think he's good. Just spoke to him and sent him the blogs on how we set state goals. He also reviewed the website info on Mississippi.

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

From: Davis, Alison
Sent: Wednesday, September 17, 2014 6:45 PM
To: Purchia, Liz
Cc: Jones, Enesta; Drinkard, Andrea; Millett, John; Hull, George; Bremer, Kristen
Subject: Re: ACTION: McClatchy RE: CPP

A lot of this is in the Qs

On Sep 17, 2014, at 6:14 PM, "Purchia, Liz" <Purchia.Liz@epa.gov> wrote:

I'll try to answer his questions based on the blog and Q&A docs.

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

From: Jones, Enesta
Sent: Wednesday, September 17, 2014 6:14 PM
To: Purchia, Liz
Cc: Davis, Alison; Drinkard, Andrea; Millett, John; Hull, George; Bremer, Kristen
Subject: Re: ACTION: McClatchy RE: CPP

Unclear. You want us to do a phone backgrounder?

Enesta Jones

U.S. EPA, Office of Media Relations

Desk: 202.564.7873

Cell: 202.236.2426

On Sep 17, 2014, at 6:13 PM, "Purchia, Liz" <Purchia.Liz@epa.gov> wrote:

I'll just give the reporter a call.

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

From: Davis, Alison
Sent: Wednesday, September 17, 2014 5:43 PM
To: Jones, Enesta
Cc: Drinkard, Andrea; Millett, John; Purchia, Liz; Hull, George; Bremer, Kristen
Subject: Re: ACTION: McClatchy RE: CPP

+Kristen if she's in. I am not in the office

On Sep 17, 2014, at 5:27 PM, "Jones, Enesta" <Jones.Enesta@epa.gov> wrote:

He is hoping for responses tonight.

Are the goals negotiated between each state and EPA?

Or has EPA essentially set "goals" for each state?

Are goals a nice word for limits?

What happens if a state doesn't meet the goal?

Given that today's power companies are mostly regional firms, if a company has five renewable power plants in one state, but in another has only coal-fired plants, there's no sort of credit for the utility's renewable efforts as applied to the coal-polluting state, right?

What's EPA's comment to assertions that the proposed rule exceeds its authority under the Clean Air Act?

Enesta Jones

U.S. EPA, Office of Media Relations

Desk: 202.564.7873

Personal cell/email

Begin forwarded message:

From: "Gordon, Greg" <ggordon@mcclatchydc.com>

Date: September 17, 2014 at 4:43:22 PM EDT

To: <jones.enesta@epa.gov>

Subject: tight deadline: writing story on power plant emission rules ...

Hi Enesta,

I'm writing a piece about the power plant emissions rules and just have a few questions about how they'll affect Mississippi. Could you please call me ASAP?

Thanks,

Greg

--

Greg Gordon

National Correspondent

McClatchy Newspapers Washington Bureau

202-383-0005

ggordon@mcclatchydc.com

See McClatchy news at <http://news.mcclatchy.com>. Our 29 daily newspapers include the Miami Herald, Sacramento Bee, Ft. Worth Star-Telegram, Kansas City Star, Charlotte Observer, Raleigh News & Observer and others.

To: Bremer, Kristen[Bremer.Kristen@epa.gov]
From: Terry, Sara
Sent: Wed 8/27/2014 8:40:19 PM
Subject: Outreach note
[Q and A Session Outreach 08 27 14.docx](#)

Do you have a chance to give this a quick once over before I send it out? Am I missing anything?

Sara

To: Jones, Enesta[Jones.Enesta@epa.gov]
From: Jones, Enesta
Sent: Fri 8/15/2014 8:18:26 PM
Subject: Daily Wrap: 8.15.14

Air

Non-responsive

Chicago Tribune [Received 8/14] -- CLOSED 8/14 -- Sent reviewed response and blog on nuclear power and CPP.

CNN [Received 8/15] -- CLOSED 8/15 -- Sent reviewed information on electricity generation under CPP.

Non-responsive

Law 360 [Received 8/14] -- CLOSED 8/15 -- Sent response to House letter on existing power plants.

Non-responsive

To: Drinkard, Andrea[Drinkard.Andrea@epa.gov]; McMichael, Nate[McMichael.Nate@epa.gov]; Wilson, Erika[Wilson.Erika@epa.gov]; Rosenberg, Julie[Rosenberg.Julie@epa.gov]; Miller, Julia[Miller.Julia@epa.gov]
Cc: Bremer, Kristen[Bremer.Kristen@epa.gov]; Stackhouse, Debbie[Stackhouse.Debbie@epa.gov]; Mitchell, Ken[Mitchell.Ken@epa.gov]
From: Noonan, Jenny
Sent: Thur 7/17/2014 6:30:24 PM
Subject: Materials on the Proposed Clean Power Plan Posted on EPA's website

Andrea – Would you like to share with OPE?

Hello All –

As folks are preparing their comments on the proposed Clean Power Plan, these resources may be helpful. The comment period ends October 16, 2014.

EPA has just added the Clean Power Plan informational materials available to the web - <http://www2.epa.gov/cleanpowerplan>

Overview Presentation: This presentation is designed to provide an overview for the general public and serve as a basic review for other stakeholders. This 25 minute video includes an overview of climate change, a review of Clean Air Act Section 111, and a broad overview of the important components of the proposed Clean Power Plan.

<https://www.youtube.com/watch?v=CDJGspRbIA4>

Webinar Series: EPA hosted a series of three online webinars to provide states, tribes and local air and energy agencies with more detailed information on key components of the proposed Clean Power Plan. The three webinar topics are *Setting State Goals*, *Meeting State Goals*, and *Implementation*. The webinar slides and recordings of the webinars are available at <http://www2.epa.gov/cleanpowerplanttoolbox/epa-webinar-series-proposed-clean-power-plan>

To: Bremer, Kristen[Bremer.Kristen@epa.gov]
From: Environmental Justice EPA
Sent: Thur 7/17/2014 6:15:10 PM
Subject: [epa-ej] Blog: Clean Power, Cleaner Communities

Environmental Justice Mailing List

Blog: Clean Power, Cleaner Communities

Check out our latest blog post, [Clean Power, Cleaner Communities](#) by Jalonnie White-Newsome of WE ACT for Environmental Justice. In today's post, Jalonnie discusses the importance of engaging communities in discussions on enforcement of the Clean Power Plan on the state and local level. Additionally, she promotes WE ACT's educational webinar on environmental justice with the clean power plan on July 21st at 2:30 PM EDT.

Also, check out our new [Climate Justice in Action Series](#), which focuses on reframing the conversation on climate change to include environmental justice issues. Read our kickoff post featuring a video from Administrator McCarthy, and contribute success stories from your local area on our interactive [climate justice map](#). In the [last post](#) in the series, Carey Perry and Hillary Collis discussed how wetlands loss heightens sea level rise and land loss in Louisiana, and how restoration projects help increase climate resiliency in the area and preserve the unique culture of coastal Louisiana

Be sure to [add your e-mail address](#) to the subscribe link on the upper-right side of the blog's home page to receive our future posts directly each week. Click the "Like" button to let your friends know about this great resource. Thank you for helping up spread the word!

Link: <http://blog.epa.gov/ej/2014/07/clean-power-cleaner-communities/>

00501

If you are not already a member, the Office of Environmental Justice would like to invite you to join the EJ ListServ. The purpose of this information tool is to notify individuals about activities at EPA in the field of environmental justice. By subscribing to this list you will receive information on EPA's activities, programs, projects grants and about environmental justice activities at other agencies. Noteworthy news items, National meeting announcements, meeting summaries of NEJAC meetings, and new publication notices will also be distributed. Postings can only be made by the Office of Environmental Justice. To request an item to be posted, send your information to environmental-justice@epa.gov and indicate in the subject "Post to EPA-EJ ListServ"

To join the listserv go to: https://lists.epa.gov/read/all_forums/subscribe?name=epa-ej

To change the way you receive these emails, go to: <https://lists.epa.gov/read/?forum=epa-ej> and click "My Account."

To unsubscribe, send a blank email to leave-1493699-941461.4cd72a38eb124ccb2d7a7cec6f928d7f@lists.epa.gov.

To: Stackhouse, Debbie[Stackhouse.Debbie@epa.gov]; Noonan, Jenny[Noonan.Jenny@epa.gov]
Cc: Bremer, Kristen[Bremer.Kristen@epa.gov]
From: Terry, Sara
Sent: Thur 7/17/2014 6:19:41 PM
Subject: RE: Information Updates Available 07 17 14.docx

Here is the final in an email that can be forwarded.

EPA has these Clean Power Plan informational materials available on the Carbon Pollution Standards website - <http://www2.epa.gov/carbon-pollution-standards>:

Overview Presentation: This presentation is designed to provide an overview for the general public and serve as a basic review for other stakeholders. This 25 minute video includes an overview of climate change, a review of Clean Air Act Section 111, and a broad overview of the important components of the proposed Clean Power Plan.

<https://www.youtube.com/watch?v=CDJGspRbIA4>

Webinar Series: EPA hosted a series of three online webinars to provide states, tribes and local air and energy agencies with more detailed information on key components of the proposed Clean Power Plan. The three webinar topics are *Setting State Goals*, *Meeting State Goals*, and *Implementation*. The webinar slides and recordings of the webinars are available at

<http://www2.epa.gov/cleanpowerplanttoolbox/epa-webinar-series-proposed-clean-power-plan>

To: Noonan, Jenny[Noonan.Jenny@epa.gov]; Terry, Sara[Terry.Sara@epa.gov]
Cc: Bremer, Kristen[Bremer.Kristen@epa.gov]
From: Stackhouse, Debbie
Sent: Thur 7/17/2014 6:14:27 PM
Subject: RE: Information Updates Available 07 17 14.docx
[Information Updates Available 07 17 14.docx](#)

My suggestions

From: Noonan, Jenny
Sent: Thursday, July 17, 2014 2:01 PM
To: Terry, Sara
Cc: Bremer, Kristen; Stackhouse, Debbie
Subject: Information Updates Available 07 17 14.docx

A few edits

EPA has Clean Power Plan informational materials available on the Carbon Pollution Standards website - <http://www2.epa.gov/carbon-pollution-standards>:

Overview Presentation: This presentation is designed to provide an overview for the general public and serve as a basic review for other stakeholders. This 25 minute video includes an overview of climate change, a review of Clean Air Act Section 111, and a broad overview of the important components of the proposed Clean Power Plan. <https://www.youtube.com/watch?v=CDJGspRbIA4>

Webinar Series: EPA hosted a series of three online webinars to provide states, tribes and local air and energy agencies with more detailed information on key components of the proposed Clean Power Plan. The three webinar topics are *Setting State Goals*, *Meeting State Goals*, and *Implementation*. The webinar slides and recordings of the webinars are available at <http://www2.epa.gov/cleanpowerplanttoolbox/epa-webinar-series-proposed-clean-power-plan>

To: Terry, Sara[Terry.Sara@epa.gov]
Cc: Bremer, Kristen[Bremer.Kristen@epa.gov]; Stackhouse, Debbie[Stackhouse.Debbie@epa.gov]
From: Noonan, Jenny
Sent: Thur 7/17/2014 6:00:48 PM
Subject: Information Updates Available 07 17 14.docx
[Information Updates Available 07 17 14.docx](#)

A few edits

EPA has made these Clean Power Plan informational materials available on the Carbon Pollution Standards website - <http://www2.epa.gov/carbon-pollution-standards>:

Overview Presentation: This presentation is designed to provide a high level overview for the general public and serve as a basic review for other stakeholders. This 25 minute video includes an overview of climate change, a review of Clean Air Act Section 111, and a broad overview of the important components of the proposed Clean Power Plan. <https://www.youtube.com/watch?v=CDJGspRbIA4>

Webinar Series: EPA hosted a series of three online webinars to provide states, tribes and local air and energy agencies with more detailed information on key components of the proposed Clean Power Plan. The three webinar topics are *Setting State Goals*, *Meeting State Goals*, and *Implementation*. The webinar slides and recordings of the webinars as given, are available at <http://www2.epa.gov/cleanpowerplanttoolbox/epa-webinar-series-proposed-clean-power-plan>

To: Noonan, Jenny[Noonan.Jenny@epa.gov]; Stackhouse, Debbie[Stackhouse.Debbie@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]
From: Terry, Sara
Sent: Thur 7/17/2014 5:54:49 PM
Subject: Draft note alerting public regarding new informational resources
[Information Updates Available 07 17 14.docx](#)

I've drafted the attached to make available to those who can help spread the word about the availability of these resources. Let me know if you have any comments.

Thanks,
Sara

EPA has made these additional Clean Power Plan informational materials available on the Carbon Pollution Standards website - <http://www2.epa.gov/carbon-pollution-standards>:

Overview Presentation: This presentation is designed to provide a high level overview for the general public and serve as a basic review for other stakeholders. This 25 minute video includes an overview of climate change, a review of clean air act Section 111, and a broad overview of the important components of the Clean Power Plan. <https://www.youtube.com/watch?v=CDJGspRbIA4>

Webinar Series: EPA hosted a series of three online webinars to provide states, tribes and local air and energy agencies with more detailed information on key components of the proposed Clean Power Plan. The three webinar topics are *Setting State Goals*, *Meeting State Goals*, and *Implementation*. The webinar slides and recordings of the webinars as given, are available at <http://www2.epa.gov/cleanpowerplanttoolbox/epa-webinar-series-proposed-clean-power-plan>

To: Davis, Alison[Davis.Alison@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]
From: Noonan, Jenny
Sent: Tue 7/15/2014 1:30:33 PM
Subject: FW: Clean Power Plan FINAL DELIVERY
[TRANSCRIPT Clean Power Plan Proposal Video.txt](#)
[TRANSCRIPT Clean Power Plan Proposal Video.docx](#)

Kristen – we need to link to this from the CPP page.

From: Marsha Winstead [mailto:marsha@winrocktv.com]
Sent: Tuesday, July 01, 2014 8:56 PM
To: Stackhouse, Debbie; Debbie Stackhouse; Jenny Edmonds; Noonan, Jenny
Cc: Navarro, Ernesto; dave rocchio; Crump, Eric; Jonathan Navarro; justin
Subject: re: Clean Power Plan FINAL DELIVERY
Importance: High

Good Evening

Attached is the link to the final version of the Clean Power Plan Proposal video.

Also attached is the transcript both as a word and text document.

<http://youtu.be/CDJGspRbIA4>

Currently, we have it “Unlisted” so only those with a link can view it. However, it can still be shared and embedded on anyone’s site.

Also, we have it set with ‘Comments’ disabled’ and “Likes/Dislikes” disabled. We or Eric can change this to

Public and Enable Comments, whichever you prefer.

We also added some key words which will only work if this is made Public. Those can also be changed as well.

The transcript is also uploaded to this version.

Thank you everyone!

Marsha D. Winstead
WinRock Productions, LLC
704.907-6832
www.winrocktv.com

Hello, I'm Janet McCabe, Acting Assistant Administrator for EPA's Office of Air and Radiation. It's an exciting time at EPA and I'm delighted that so many of you want to know more about the agency's proposed Clean Power Plan. The Plan continues to receive plenty of attention and we've heard a number of questions about the proposed rule and what it means to states, utilities and American families. In short, the Clean Power Plan is about getting all the power we need with less of what we don't need: pollution. Power plants are the largest concentrated source of carbon dioxide emissions in the United States, together accounting for roughly one-third of all domestic greenhouse gas emissions. Climate change, fueled by carbon pollution, increases risks to our health, our communities, our economy, and our way of life. The Clean Power Plan will not only cut hundreds of millions of tons of carbon pollution, but also significantly reduce harmful smog and soot. Together these reductions will provide important health protections to our most vulnerable citizens, including our children and the elderly. The benefits are substantial - with health and climate benefits far outweighing the costs of the plan. The Clean Power Plan is truly a collaborative effort, built on advice from states, cities, businesses, utilities and citizens. The result is a flexible, commonsense plan - reflecting that different states have different mixes of sources and different opportunities to cut carbon pollution. And, this is where the Clean Air Act's state-federal partnership is really important. EPA sets the emission reduction goal, and States identify a path forward using whatever current or new electricity production and pollution control policies they have chosen that meet their needs. This process follows the law, recognizes the progress states, cities and businesses have already made, and builds on their ongoing efforts. And is respectful of states' authority and ability to make the best choices for their citizens and their economies. Now that we've issued the proposal, it doesn't end there. We want to hear from you. We will hold four public hearings in Atlanta, Denver, Pittsburgh and Washington, DC during the week of July 28th. You can also comment on the proposal in writing - either online or through standard mail or fax. The comment period is open through October 16th. More information is available on our website at epa.gov/cleanpowerplan. As Administrator Gina McCarthy mentioned in her speech on June 2nd, we have a moral obligation to ensure the world we leave behind is as safe, healthy, and vibrant as the one we inherited. The proposed Clean Power Plan is a huge step toward delivering on that promise. Thank you.

[NARRATOR] Welcome to this online presentation of EPA's proposed Clean Power Plan to reduce carbon pollution from existing power plants. This overview presentation is designed to explain why the U.S. Environmental Protection Agency is working to reduce carbon pollution, to identify the Clean Air Act authorities EPA is using to address carbon pollution from existing power plants, and to provide highlights of the Clean Power Plan proposal. This proposed rule is an important part of the President's Climate Action Plan. President Obama directed EPA to set flexible carbon pollution standards, regulations or guidelines, as appropriate, for power plants using section 111 of the Clean Air Act. Last fall, EPA took the first step by proposing carbon dioxide emission standards for new, fossil-fuel fired power plants. EPA proposed these standards under section 111(b) of the Clean Air Act. On June 2, 2014, EPA signed a proposal outlining how states can develop plans to reduce carbon pollution from existing power plants. EPA proposed the Clean Power Plan using section 111(d) of the Clean Air Act. Climate change is not just a problem for the future - we are facing its impacts today. Average temperatures have risen in most states since 1901, with seven of the top 10 warmest years on record occurring since 1998. Weather and climate disasters in 2012 cost the American economy more than \$100 billion.

Carbon pollution if unchecked will lead to long-lasting changes in our climate. These changes threaten public health and the environment for current and future generations. Some public health risks include -- more heat-related illnesses and deaths resulting from more frequent and intense heat waves and drought. Worsening smog (also called ground-level ozone pollution) which may lead to more asthma attacks and other respiratory diseases. Increasing intensity of extreme events, like hurricanes, extreme precipitation and flooding which can lead to water quality issues, and damage our health services infrastructure, and increasing the geographic range of insects which can spread disease such as lyme disease and West Nile virus. The most vulnerable include children, older adults, people with heart or lung disease and people living in poverty. They are at most risk from the health impacts of climate change. As we understand the consequences of uncontrolled carbon pollution, we understand that we must act. Of the 4 key greenhouse gases, carbon dioxide or CO₂ - is emitted primarily from the burning of fossil fuels including oil, natural gas, and coal. In 2012, carbon dioxide accounted for 82% of the total U.S. greenhouse gas emissions. The Clean Power Plan addresses the largest source of greenhouse gas emissions in the United States - emissions from generating and using electricity. Almost one third of all greenhouse gas pollution in the U.S. comes from the generation of electricity by power plants. This

proposal looks at the system from the power plant to the plug. It gives states the flexibility to develop plans that will address carbon pollution from existing power plants as well as take action to address the range of potential reductions available in the electricity sector. This proposal is just one aspect of the President's Climate Action Plan. The President's plan pulls together agencies across the federal government to work together with other key partners - states, cities, industry, consumers, and the international community - to address the challenge of climate change. EPA is working on a number of fronts to address climate change. In addition to reducing emissions from power plants, EPA's contribution to the President's plan also encompasses work on building a 21st century transportation sector, cutting energy waste in homes, businesses and factories, as well as reducing methane from landfills and other sources. EPA is also working on adaptation measures to help prepare the United States for the impacts of climate change -- and leading efforts to encourage those in the international community to do their part to address climate change. To develop the Clean Power Plan, EPA spent 9 months engaging with states, utilities, labor unions, nongovernmental organizations, consumer groups, industry, and the public across the United States. We heard from stakeholders who said that -- a reliable, affordable energy supply is vital. Flexibility is key. Power plants are part of a large and complex interstate system, states need time to put their plans together and EPA should find a way to allow for and encourage regional solutions. During the engagement process, EPA learned that states are leading the way in reducing carbon pollution - especially through programs that encourage energy efficiency. EPA heard about many of the states' programs including those that are working well. To date: thirty-eight states have renewable portfolio standards or goals. Forty-seven states have demand-side energy efficiency programs. Ten states have market-based greenhouse gas emission programs. And twenty-seven states have energy efficiency standards or goals. These state actions provided the foundation for our analysis and EPA is building on these actions in the Clean Power Plan.

The proposed Clean Power Plan recognizes that the way power is generated in this country is diverse, complex and interconnected. The Clean Air Act gives EPA a tool to address carbon pollution from power plants in a way that will achieve meaningful reductions. Section 111(d) of the Clean Air Act is flexible. It directs EPA to identify the best system for reducing emissions that accounts for costs, size of the reductions, technology, and feasibility. It also allows for state-by-state information to be considered and does not require a one-size-fits-all approach. EPA can also look at opportunities that will yield other health and environmental benefits, also known as co-benefits, while addressing carbon pollution. Previous EPA rules under this section of the Clean Air Act have considered "add-on" control technologies - like scrubbers -- that are technically feasible to deploy at virtually any facility. In applying section 111(d) to existing power plants, EPA found a wide variety of ways to reduce carbon pollution that are commercially available, technically feasible, and cost effective. And these are not limited to add-on controls. The Clean Power Plan recognizes that the opportunities for reducing carbon pollution vary from state to state, depending on how electricity is generated, the energy infrastructure, and other factors. EPA analyzed the practical and affordable strategies that states and utilities are already using to lower carbon pollution from the power sector. These include improving demand-side energy efficiency, improving power plant operations, and encouraging reliance on low-carbon energy. Now that we have covered what informed and directed EPA's approach, let's look at the specifics of the Clean Power Plan. The Clean Power Plan has two main parts -- state-specific goals to lower carbon pollution from power plants and guidelines to help states develop plans for meeting their goals. EPA set a "goal for each state and each must meet its goal by 2030, while starting to make meaningful progress toward reductions by 2020. Each state's goal is a rate - a single number for the future carbon intensity of that state. The state goals recognize the tremendous opportunity for reductions through energy efficiency improvements which is one of the key strategies states and utilities have used to reduce carbon pollution. For clarity, EPA is not setting goals based on percentage reductions against a baseline year. Rather, when states meet their goals in 2030, EPA projects that the increased efficiency and reduced carbon intensity will result in 30 percent less carbon pollution from the power sector when compared to 2005 levels.

States must develop plans to meet their goals, but EPA is not prescribing a specific approach or set of measures that states have to include in their plans. The Clean Power Plan gives states flexibility. States may choose what goes into their plans. The state plans lay out how they will achieve the needed reductions. It is important to note here that EPA is not proposing emission rate goals or guidelines for sources in Indian country and U.S. territories at this time. However, EPA will be proposing goals "if necessary or appropriate" for areas of Indian country with affected power plants and for U.S. territories with affected power plants, in a supplemental proposal.

As required by law, EPA's proposal identifies the best ways to reduce power plant pollution at a reasonable cost. The key to reducing carbon pollution from the power sector is to generate and use power more efficiently. Put another way, the objective is to reduce the carbon pollution emitted for each megawatt-hour of electricity generated. If a source emits a lot of carbon dioxide but produces relatively little energy, then its "carbon intensity" is considered high. Each state's goal reflects the fact that carbon dioxide emissions from fossil fuel-fired power plants are determined both by how efficiently they operate and by how much they operate. EPA is proposing that states develop plans for the power sector to reduce the pollution to power ratio. The idea is not to limit the amount of power we produce. This plan is about reducing the overall amount of carbon pollution from power plants, while still producing the energy we need. Let's look at how EPA established a goal for each state. As noted earlier, under the Clean Air Act, EPA must determine what is called the "best system of emission reduction" for reducing carbon pollution from power plants. The best system consists of measures from four building blocks: Improving operations at power plants. Using power from units with low carbon emissions to meet demand. Expanding the use of renewables, and end-use energy efficiency. EPA analyzed the practical and affordable strategies that states and utilities are already using to lower carbon pollution from the power sector. Using that information and applying the Best System of Emission Reduction, EPA set a goal for every state.

Every state's goal is different because each state has a different mix of emissions, power sources, renewables, and opportunities to improve the efficiency of electricity use in homes and businesses. EPA determined that the measures that make up this "best system" are already being implemented in some places, can be implemented more broadly across the power system, and can work in combination to improve statewide carbon emission rates. To set these state-specific goals, EPA gathered publicly available data for each state, from 2012, which is the most current information available. This included carbon dioxide emissions from each state's current fossil fuel power plants, information about renewables and energy efficiency policies, and data about how power is generated and moved around the electricity system. EPA used emissions and generation information from each state's fossil fuel-fired power plants to calculate its 2012 emission rate.

That gave EPA a starting point for each state. From 2012, EPA looked ahead to what could reasonably be accomplished by 2030 across the power sector if states made practical and affordable changes to generate electricity without emitting as much carbon dioxide. EPA entered this energy information and emissions data for each state into a formula. The resulting goal is a pollution-to-power ratio for the future carbon intensity of existing power plants that also reflects opportunities for renewable energy and energy efficiency in a given state. Each state's goal is different, and each state can decide how it will meet its goal, using measures that make sense to them. States are not required to use all the measures EPA identified but rather use the combination of approaches that will work to bring down their carbon intensity rate. The first column includes the four building blocks, or categories of reduction measures, we discussed earlier. Column 2 shows the specific measures that EPA used to calculate the state goal. The final column provides examples of the kinds of measures states can use to meet their goal. Note that these measures can be quite different from the measures EPA used to set the goal. The differences between columns 2 and 3 illustrate that states have broad flexibility in meeting their goals and that they may differ from the approach taken to set the goals. Please note that the list in column 3 is not exhaustive. In addition to flexibility in methodologies, states also have timing flexibility in meeting their carbon pollution reduction goals. States will have time to ramp up their programs - they can choose to achieve fewer emissions reductions in the early years and more in later years.

However, the proposal is designed to ensure that progress is being made throughout the time period rather than waiting to achieve all of the reductions at the end. We anticipate the timing of the reductions will vary, depending on a state's particular situation. Some measures are more easily implemented and may achieve quick reductions. While others may take longer to implement and to realize the reductions. For example, it may take time for a state that does not have significant demand side energy efficiency programs to ramp those up. Or, working through the specifics of creating new multi-state programs or additions to existing multi-state programs may require additional time. State plans must be designed to achieve and maintain affected power plant emissions performance consistent with the final 2030 goal, as well as an interim goal. These interim emissions performance goals apply during the years 2020 to 2029 on a 10-year average or cumulative basis, as states ramp up programs to meet their final goals. By 2030, EPA expects electricity bills to shrink by roughly 8 percent as energy efficiency programs ramp up and as consumers use electricity much more efficiently. Today's technologies will help get more work out of

every unit of power produced. This means homes and businesses can get the same lighting, cooling and heating out of less electricity. Let's look at some of the other costs and benefits of the Clean Power Plan. EPA heard from consumers during our stakeholder outreach that there are ways to reduce carbon pollution and keep power affordable for all. This proposed plan ensures an ongoing supply of reliable, affordable power that will be needed for economic growth. It moves us toward a cleaner, more stable environment for future generations. And will help protect children and other vulnerable Americans from the health threats posed by a range of pollutants. In fact, reductions from this proposed Clean Power Plan will lead to public health and climate benefits worth an estimated \$55 to \$93 billion in 2030. EPA has estimated that 2,700 to 6,600 premature deaths and 140,000 to 150,000 asthma attacks will be prevented in 2030. We estimated the costs at \$7.3 billion to \$8.8 billion in 2030. From soot and smog reductions alone, for every dollar invested through the Clean Power Plan - American families will see up to \$7 in health benefits. As the numbers indicate, the benefits of this proposal outweigh the costs and we see significant health improvements in 2030. So, how do we proceed? EPA will provide a list of a dozen components that will need to be included in a state's plan. It will include things like -- a description of the plan approach and geographic scope, and monitoring, reporting and recordkeeping requirements. These plans must also identify measures to meet the state's interim goal and final goal. An interim goal must be met on average over a 10-year period from 2020 through 2029 with a final goal that must be met in 2030 and thereafter. Both the individual and multi-state plans are due to EPA by June 30, 2016. EPA has proposed to allow an extension to submit a complete plan, if states demonstrate more time is needed: Individual state plans could be granted a one-year extension to June 30, 2017 and Multi-state plans could be granted up to a two-year extension until June 30, 2018. The proposed Clean Power Plan provides flexibility to the states so that they can use and/or expand programs and preserve reliable, affordable power for all Americans. EPA's analysis finds that there will be enough capacity across the U.S. electricity system to meet the anticipated level of demand. Coal and natural gas will continue to play an important role in a diverse U.S. energy mix for years to come, with each providing more than 30 percent of projected generation in 2030. EPA will also continue to rely on our discussions with a broad variety of stakeholders - including states, the department of energy, the federal energy regulatory commission, utilities, regional transmission operators, and state public utility regulators - to make sure reliability is appropriately considered and addressed. In summary, the Clean Power Plan proposal will: reduce carbon pollution from existing power plants, for which there are currently no national limits. It will allow us to maintain an affordable, reliable energy system. The Plan will cut hundreds of thousands of tons of harmful particle pollution, sulfur dioxide and nitrogen oxides as a co-benefit. And it will provide important health protections to the most vulnerable, such as children and older Americans. When fully implemented, the Clean Power Plan proposal will lead to health and climate benefits worth an estimated \$55 billion to \$93 billion in 2030. This proposal builds on the actions states, cities and businesses across the country are already taking to address the risks of climate change. It provides an array of tools that states can use to formulate approvable plans. It requires reasonable and achievable emission reduction goals. And provides a flexible timeline-up to 15 years from issuance of the guidelines-for all emission reduction measures to be fully implemented in 2030. Information on how to comment on the proposed plan and all of the supporting technical information, are available online at: www.epa.gov/cleanpowerplan. EPA will hold several public hearings with locations in Denver, Colorado, Atlanta, Georgia, Washington, DC and Pittsburgh, Pennsylvania. The public comment period for the Clean Power Plan proposal is open through October 16th. We look forward to hearing your comments. In closing, carbon pollution is a threat to public health and it needs to be addressed as investments are made in our energy future. A national policy to address carbon pollution from power plants will reduce the uncertainty for investors, owners, and operators. The required reductions in carbon pollution under the proposed Clean Power Plan will benefit the health and welfare of generations to come.

Hello, I'm Janet McCabe, Acting Assistant Administrator for EPA's Office of Air and Radiation. It's an exciting time at EPA and I'm delighted that so many of you want to know more about the agency's proposed Clean Power Plan. The Plan continues to receive plenty of attention and we've heard a number of questions about the proposed rule and what it means to states, utilities and American families. In short, the Clean Power Plan is about getting all the power we need with less of what we don't need: pollution. Power plants are the largest concentrated source of carbon dioxide emissions in the United States, together accounting for roughly one-third of all domestic greenhouse gas emissions. Climate change, fueled by carbon pollution, increases risks to our health, our communities, our economy, and our way of life. The Clean Power Plan will not only cut hundreds of millions of tons of carbon pollution, but also significantly reduce harmful smog and soot. Together these reductions will provide important health protections to our most vulnerable citizens, including our children and the elderly. The benefits are substantial – with health and climate benefits far outweighing the costs of the plan. The Clean Power Plan is truly a collaborative effort, built on advice from states, cities, businesses, utilities and citizens. The result is a flexible, commonsense plan – reflecting that different states have different mixes of sources and different opportunities to cut carbon pollution. And, this is where the Clean Air Act's state-federal partnership is really important. EPA sets the emission reduction goal, and States identify a path forward using whatever current or new electricity production and pollution control policies they have chosen that meet their needs. This process follows the law, recognizes the progress states, cities and businesses have already made, and builds on their ongoing efforts. And is respectful of states' authority and ability to make the best choices for their citizens and their economies. Now that we've issued the proposal, it doesn't end there. We want to hear from you. We will hold four public hearings in Atlanta, Denver, Pittsburgh and Washington, DC during the week of July 28th. You can also comment on the proposal in writing – either online or through standard mail or fax. The comment period is open through October 16th. More information is available on our website at epa.gov/cleanpowerplan. As Administrator Gina McCarthy mentioned in her speech on June 2nd, we have a moral obligation to ensure the world we leave behind is as safe, healthy, and vibrant as the one we inherited. The proposed

Clean Power Plan is a huge step toward delivering on that promise. Thank you. [NARRATOR] Welcome to this online presentation of EPA's proposed Clean Power Plan to reduce carbon pollution from existing power plants. This overview presentation is designed to explain why the U.S. Environmental Protection Agency is working to reduce carbon pollution, to identify the Clean Air Act authorities EPA is using to address carbon pollution from existing power plants, and to provide highlights of the Clean Power Plan proposal. This proposed rule is an important part of the President's Climate Action Plan. President Obama directed EPA to set flexible carbon pollution standards, regulations or guidelines, as appropriate, for power plants using section 111 of the Clean Air Act. Last fall, EPA took the first step by proposing carbon dioxide emission standards for new, fossil-fuel fired power plants. EPA proposed these standards under section 111(b) of the Clean Air Act. On June 2, 2014, EPA signed a proposal outlining how states can develop plans to reduce carbon pollution from existing power plants. EPA proposed the Clean Power Plan using section 111(d) of the Clean Air Act. Climate change is not just a problem for the future – we are facing its impacts today. Average temperatures have risen in most states since 1901, with seven of the top 10 warmest years on record occurring since 1998. Weather and climate disasters in 2012 cost the American economy more than \$100 billion. Carbon pollution if unchecked will lead to long-lasting changes in our climate. These changes threaten public health and the environment for current and future generations. Some public health risks include -- more heat-related illnesses and deaths resulting from more frequent and intense heat waves and drought. Worsening smog (also called ground-level ozone pollution) which may lead to more asthma attacks and other respiratory diseases. Increasing intensity of extreme events, like hurricanes, extreme precipitation and flooding which can lead to water quality issues, and damage our health services infrastructure, and increasing the geographic range of insects which can spread disease such as lyme disease and West Nile virus. The most vulnerable include children, older adults, people with heart or lung disease and people living in poverty. They are at most risk from the health impacts of climate change. As we understand the consequences of uncontrolled carbon pollution, we understand that we must act. Of the 4 key greenhouse gases, carbon dioxide or CO₂ – is emitted primarily from the burning of fossil fuels

including oil, natural gas, and coal. In 2012, carbon dioxide accounted for 82% of the total U.S. greenhouse gas emissions. The Clean Power Plan addresses the largest source of greenhouse gas emissions in the United States – emissions from generating and using electricity. Almost one third of all greenhouse gas pollution in the U.S. comes from the generation of electricity by power plants. This proposal looks at the system from the power plant to the plug. It gives states the flexibility to develop plans that will address carbon pollution from existing power plants as well as take action to address the range of potential reductions available in the electricity sector. This proposal is just one aspect of the President's Climate Action Plan. The President's plan pulls together agencies across the federal government to work together with other key partners – states, cities, industry, consumers, and the international community – to address the challenge of climate change. EPA is working on a number of fronts to address climate change. In addition to reducing emissions from power plants, EPA's contribution to the President's plan also encompasses work on building a 21st century transportation sector, cutting energy waste in homes, businesses and factories, as well as reducing methane from landfills and other sources. EPA is also working on adaptation measures to help prepare the United States for the impacts of climate change -- and leading efforts to encourage those in the international community to do their part to address climate change. To develop the Clean Power Plan, EPA spent 9 months engaging with states, utilities, labor unions, nongovernmental organizations, consumer groups, industry, and the public across the United States. We heard from stakeholders who said that -- a reliable, affordable energy supply is vital. Flexibility is key. Power plants are part of a large and complex interstate system, states need time to put their plans together and EPA should find a way to allow for and encourage regional solutions. During the engagement process, EPA learned that states are leading the way in reducing carbon pollution – especially through programs that encourage energy efficiency. EPA heard about many of the states' programs including those that are working well. To date: thirty-eight states have renewable portfolio standards or goals. Forty-seven states have demand-side energy efficiency programs. Ten states have market-based greenhouse gas emission programs. And twenty-seven states have energy efficiency standards or goals. These state actions provided the foundation for our analysis and EPA is

building on these actions in the Clean Power Plan.

The proposed Clean Power Plan recognizes that the way power is generated in this country is diverse, complex and interconnected. The Clean Air Act gives EPA a tool to address carbon pollution from power plants in a way that will achieve meaningful reductions. Section 111(d) of the Clean Air Act is flexible. It directs EPA to identify the best system for reducing emissions that accounts for costs, size of the reductions, technology, and feasibility. It also allows for state-by-state information to be considered and does not require a one-size-fits-all approach. EPA can also look at opportunities that will yield other health and environmental benefits, also known as co-benefits, while addressing carbon pollution. Previous EPA rules under this section of the Clean Air Act have considered “add-on” control technologies – like scrubbers -- that are technically feasible to deploy at virtually any facility. In applying section 111(d) to existing power plants, EPA found a wide variety of ways to reduce carbon pollution that are commercially available, technically feasible, and cost effective. And these are not limited to add-on controls. The Clean Power Plan recognizes that the opportunities for reducing carbon pollution vary from state to state, depending on how electricity is generated, the energy infrastructure, and other factors. EPA analyzed the practical and affordable strategies that states and utilities are already using to lower carbon pollution from the power sector. These include improving demand-side energy efficiency, improving power plant operations, and encouraging reliance on low-carbon energy. Now that we have covered what informed and directed EPA's approach, let's look at the specifics of the Clean Power Plan. The Clean Power Plan has two main parts -- state-specific goals to lower carbon pollution from power plants and guidelines to help states develop plans for meeting their goals. EPA set a “goal for each state and each must meet its goal by 2030, while starting to make meaningful progress toward reductions by 2020. Each state's goal is a rate – a single number for the future carbon intensity of that state. The state goals recognize the tremendous opportunity for reductions through energy efficiency improvements which is one of the key strategies states and utilities have used to reduce carbon pollution. For clarity, EPA is not setting goals based on percentage reductions against a baseline year. Rather, when states meet their goals in 2030, EPA projects that the increased efficiency and reduced carbon intensity will result in 30 percent less carbon pollution from

the power sector when compared to 2005 levels.

States must develop plans to meet their goals, but EPA is not prescribing a specific approach or set of measures that states have to include in their plans. The Clean Power Plan gives states flexibility. States may choose what goes into their plans. The state plans lay out how they will achieve the needed reductions. It is important to note here that EPA is not proposing emission rate goals or guidelines for sources in Indian country and U.S. territories at this time. However, EPA will be proposing goals "if necessary or appropriate" for areas of Indian country with affected power plants and for U.S. territories with affected power plants, in a supplemental proposal.

As required by law, EPA's proposal identifies the best ways to reduce power plant pollution at a reasonable cost. The key to reducing carbon pollution from the power sector is to generate and use power more efficiently. Put another way, the objective is to reduce the carbon pollution emitted for each megawatt-hour of electricity generated. If a source emits a lot of carbon dioxide but produces relatively little energy, then its "carbon intensity" is considered high. Each state's goal reflects the fact that carbon dioxide emissions from fossil fuel-fired power plants are determined both by how efficiently they operate and by how much they operate. EPA is proposing that states develop plans for the power sector to reduce the pollution to power ratio. The idea is not to limit the amount of power we produce. This plan is about reducing the overall amount of carbon pollution from power plants, while still producing the energy we need. Let's look at how EPA established a goal for each state. As noted earlier, under the Clean Air Act, EPA must determine what is called the "best system of emission reduction" for reducing carbon pollution from power plants. The best system consists of measures from four building blocks: Improving operations at power plants. Using power from units with low carbon emissions to meet demand. Expanding the use of renewables, and end-use energy efficiency. EPA analyzed the practical and affordable strategies that states and utilities are already using to lower carbon pollution from the power sector. Using that information and applying the Best System of Emission Reduction, EPA set a goal for every state. Every state's goal is different because each state has a different mix of emissions, power sources, renewables, and opportunities to improve the

efficiency of electricity use in homes and businesses.

EPA determined that the measures that make up this "best system" are already being implemented in some places, can be implemented more broadly across the power system, and can work in combination to improve statewide carbon emission rates. To set these state-specific goals, EPA gathered publicly available data for each state, from 2012, which is the most current information available. This included carbon dioxide emissions from each state's current fossil fuel power plants, information about renewables and energy efficiency policies, and data about how power is generated and moved around the electricity system. EPA used emissions and generation information from each state's fossil fuel-fired power plants to calculate its 2012 emission rate. That gave EPA a starting point for each state. From 2012, EPA looked ahead to what could reasonably be accomplished by 2030 across the power sector if states made practical and affordable changes to generate electricity without emitting as much carbon dioxide. EPA entered this energy information and emissions data for each state into a formula. The resulting goal is a pollution-to-power ratio for the future carbon intensity of existing power plants that also reflects opportunities for renewable energy and energy efficiency in a given state. Each state's goal is different, and each state can decide how it will meet its goal, using measures that make sense to them. States are not required to use all the measures EPA identified but rather use the combination of approaches that will work to bring down their carbon intensity rate. The first column includes the four building blocks, or categories of reduction measures, we discussed earlier. Column 2 shows the specific measures that EPA used to calculate the state goal. The final column provides examples of the kinds of measures states can use to meet their goal. Note that these measures can be quite different from the measures EPA used to set the goal. The differences between columns 2 and 3 illustrate that states have broad flexibility in meeting their goals and that they may differ from the approach taken to set the goals. Please note that the list in column 3 is not exhaustive. In addition to flexibility in methodologies, states also have timing flexibility in meeting their carbon pollution reduction goals. States will have time to ramp up their programs – they can choose to achieve fewer emissions reductions in the early years and more in later years.

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From: Noonan, Jenny

Required Attendees: Miller, Julia; Kurlansky, Ellen; Bremer, Kristen; Rosenberg, Julie; Strine, Lora; Mitchell, Ken; Hackel, Angela; Drinkard, Andrea; Cortelyou-Lee, Jan; Terry, Sara; Millett, John; Davis, Alison; Narvaez, Madonna; Shogren, Angela; Conner, Lisa; Ashley, Jackie; DeLuca, Isabel; Wilson, Erika; Walker, Jean; Dalcher, Debra; Friedman, Kristina (Friedman.Kristina@epa.gov)

Location: **Conference code** - Jenny's office

Importance: Normal

Subject: Outreach Team for Clean Power Plan proposal

Start Date/Time: Thur 7/10/2014 5:00:00 PM

End Date/Time: Thur 7/10/2014 5:45:00 PM

New calendar invite for the 111d outreach team meetings from now until June 2015!

Agenda

Non-responsive

6. Do we need another blog post on a hot topic?

Non-responsive

To: Stackhouse, Debbie[Stackhouse.Debbie@epa.gov]
Cc: Bremer, Kristen[Bremer.Kristen@epa.gov]
From: Noonan, Jenny
Sent: Thur 7/3/2014 2:35:53 AM
Subject: Re: 111d video for distribution

Will do.

Sent from my BlackBerry



I'm out next week. Would you pls send the announcement and link to Donna when you're ready to share it with state and local agencies? She is filling in for Ellen. She can distribute it using Ellen's list.

Debbie Stackhouse

U.S. Environmental Protection Agency

Office of Air Quality Planning and Standards, Innovative Programs and Outreach

Research Triangle Park, NC

919-541-5354 phone

919-685-3901 fax

Join us on Facebook: <https://www.facebook.com/EPABurnWise>

@epaburnwise on Twitter: <https://twitter.com/epaburnwise>

To: Anley-Mills, Melissa[Anley-Mills.Melissa@epa.gov]
Cc: Blackburn, Elizabeth[Blackburn.Elizabeth@epa.gov]; McGuinness, Moira[McGuinness.Moira@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]; Stackhouse, Debbie[Stackhouse.Debbie@epa.gov]
From: Herrington, Leigh
Sent: Wed 6/18/2014 6:17:22 PM
Subject: RE: Clean Power Video

Thanks so much.

From: Anley-Mills, Melissa
Sent: Wednesday, June 18, 2014 2:16 PM
To: Herrington, Leigh; Cappel, Kirsten
Cc: Blackburn, Elizabeth; McGuinness, Moira
Subject: Re: Clean Power Video

Hi Leigh

ORD has access to a photo clearing house that we paid for rights. If you aren't successful getting high quality images, perhaps we can help? I am cc'ing ORD Comms Director, Liz Blackburn, to see if we might be able to help you guys out.

Moira (also cc'd) manages the stock photo project and can send the link so you can search through images and give her the specifics IF Liz says AOK.
M

Melissa Anley-Mills
Social Media Lead, ORD Science Communications Team
US EPA - Office of Research and Development
@EPAresearch
202 564 5179

From: Herrington, Leigh
Sent: Wednesday, June 18, 2014 1:15:26 PM
To: Cappel, Kirsten; Anley-Mills, Melissa
Subject: FW: Clean Power Video

Hi-

I'm curious if you guys happen to have the following images that we can use for our 111(D) video? Thanks.

- Dr with a kid
- another of some sweet kids
- another showing methane reduction at landfill

Leigh Herrington

OAQPS, Outreach and Information Division

919-541-0882

From: Herrington, Leigh
Sent: Wednesday, June 18, 2014 12:58 PM
To: Miller, Kristy; Vance, Eric; Bremer, Kristen; Tussey, Lori
Cc: Stackhouse, Debbie
Subject: FW: Clean Power Video
Importance: High

Hi all,

This is a tight turnaround- do you happen to have any of the following images that OAQPS can use for the 111(D) video? (need high res- prefer 1 mg or higher). Thanks!

Leigh

From: Stackhouse, Debbie
Sent: Wednesday, June 18, 2014 12:53 PM
To: Herrington, Leigh
Subject: FW: Clean Power Plan First Cut

Need your help. Could you see if you can locate US images of a Dr with a kid, another of some sweet kids, and another showing methane reduction at landfill. They need to be free and clear to use in following format.

From: Marsha Winstead [<mailto:marsha@winrocktv.com>]

Sent: Wednesday, June 18, 2014 12:29 PM

To: Stackhouse, Debbie; Debbie Stackhouse

Cc: dave rocchio; Navarro, Ernesto; Terry, Sara; Noonan, Jenny; DeLuca, Isabel

Subject: Re: Clean Power Plan First Cut

Hi

Here are the 2 pics NOT taken in U.S.; also info on Obama picture.

If folks are providing replacement images, please make sure they

are high enough resolution (at least 200kb; prefer 1 meg or higher) and are cleared for use.

Thanks so much

Marsha

Marsha D. Winstead
WinRock Productions, LLC
704.907-6832
www.winrocktv.com

To: Bremer, Kristen[Bremer.Kristen@epa.gov]; Stackhouse, Debbie[Stackhouse.Debbie@epa.gov]
From: Herrington, Leigh
Sent: Wed 6/18/2014 5:38:40 PM
Subject: RE: Clean Power Video

Oh no!! Great colors though ;-) Hard to download photos from flickr with the resolution that Marsha needs (1 mb)

From: Bremer, Kristen
Sent: Wednesday, June 18, 2014 1:37 PM
To: Herrington, Leigh; Stackhouse, Debbie
Subject: RE: Clean Power Video

Non-responsive

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremer.kristen@epa.gov

Phone: 919.541.9424

Personal cell/email

From: Herrington, Leigh
Sent: Wednesday, June 18, 2014 1:32 PM
To: Bremer, Kristen; Stackhouse, Debbie
Subject: RE: Clean Power Video

Thanks- looks like they've hired a new photographer- the flickr site has better quality pics. I don't think they like kids though- I haven't found many.

From: Bremer, Kristen
Sent: Wednesday, June 18, 2014 1:25 PM
To: Herrington, Leigh; Stackhouse, Debbie
Subject: RE: Clean Power Video

You may have already sorted through these, but you can look on EPA's stock photo archive at:
<http://intranet.epa.gov/media/phototopics.htm> and on the Flickr site at:
<https://www.flickr.com/photos/usepagov>

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremner.kristen@epa.gov

Phone: 919.541.9424

Personal cell/email

From: Herrington, Leigh
Sent: Wednesday, June 18, 2014 1:16 PM
To: Stackhouse, Debbie; Bremer, Kristen
Subject: FW: Clean Power Video
Importance: High

Fyi

(Kirsten Cappel is listed as one of the landfill outreach contact)

From: Herrington, Leigh

Sent: Wednesday, June 18, 2014 1:15 PM
To: Cappel, Kirsten; Anley-Mills, Melissa
Subject: FW: Clean Power Video
Importance: High

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Sent: Wednesday, June 18, 2014 12:29 PM
To: Stackhouse, Debbie; Debbie Stackhouse
Cc: dave rocchio; Navarro, Ernesto; Terry, Sara; Noonan, Jenny; DeLuca, Isabel
Subject: Re: Clean Power Plan First Cut

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If folks are providing replacement images, please make sure they

are high enough resolution (at least 200kb; prefer 1 meg or higher) and are cleared for use.

Thanks so much

Marsha

Marsha D. Winstead
WinRock Productions, LLC

704.907-6832

www.winrocktv.com

To: Bremer, Kristen[Bremer.Kristen@epa.gov]; Stackhouse, Debbie[Stackhouse.Debbie@epa.gov]
From: Herrington, Leigh
Sent: Wed 6/18/2014 5:31:43 PM
Subject: RE: Clean Power Video

Thanks- looks like they've hired a new photographer- the flickr site has better quality pics. I don't think they like kids though- I haven't found many.

From: Bremer, Kristen
Sent: Wednesday, June 18, 2014 1:25 PM
To: Herrington, Leigh; Stackhouse, Debbie
Subject: RE: Clean Power Video

You may have already sorted through these, but you can look on EPA's stock photo archive at: <http://intranet.epa.gov/media/phototopics.htm> and on the Flickr site at: <https://www.flickr.com/photos/usepagov>

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremer.kristen@epa.gov

Phone: 919.541.9424

Cell: Personal cell/email

From: Herrington, Leigh
Sent: Wednesday, June 18, 2014 1:16 PM
To: Stackhouse, Debbie; Bremer, Kristen
Subject: FW: Clean Power Video
Importance: High

Fyi

(Kirsten Cappel is listed as one of the landfill outreach contact)

From: Herrington, Leigh
Sent: Wednesday, June 18, 2014 1:15 PM
To: Cappel, Kirsten; Anley-Mills, Melissa
Subject: FW: Clean Power Video
Importance: High

Hi-

I'm curious if you guys happen to have the following images that we can use for our 111(D) video? Thanks.

- [REDACTED] Dr with a kid
- [REDACTED] another of some sweet kids
- [REDACTED] another showing methane reduction at landfill

Leigh Herrington

OAQPS, Outreach and Information Division

919-541-0882

From: Herrington, Leigh
Sent: Wednesday, June 18, 2014 12:58 PM
To: Miller, Kristy; Vance, Eric; Bremer, Kristen; Tussey, Lori
Cc: Stackhouse, Debbie

Subject: FW: Clean Power Video
Importance: High

Hi all,

This is a tight turnaround- do you happen to have any of the following images that OAQPS can use for the 111(D) video? (need high res- prefer 1 mg or higher). Thanks!

Leigh

From: Stackhouse, Debbie
Sent: Wednesday, June 18, 2014 12:53 PM
To: Herrington, Leigh
Subject: FW: Clean Power Plan First Cut

Need your help. Could you see if you can locate US images of a Dr with a kid, another of some sweet kids, and another showing methane reduction at landfill. They need to be free and clear to use in following format.

From: Marsha Winstead [<mailto:marsha@winrocktv.com>]
Sent: Wednesday, June 18, 2014 12:29 PM
To: Stackhouse, Debbie; Debbie Stackhouse
Cc: dave rocchio; Navarro, Ernesto; Terry, Sara; Noonan, Jenny; DeLuca, Isabel
Subject: Re: Clean Power Plan First Cut

Hi

Here are the 2 pics NOT taken in U.S.; also info on Obama picture.

If folks are providing replacement images, please make sure they

are high enough resolution (at least 200kb; prefer 1 meg or higher) and are cleared for use.

Thanks so much

Marsha

Marsha D. Winstead
WinRock Productions, LLC
704.907-6832
www.winrocktv.com

To: McMichael, Nate[McMichael.Nate@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]
From: Noonan, Jenny
Sent: Thur 6/12/2014 8:23:59 PM
Subject: Fw: confirming -- video will be placed on EPA's youtube site -- need to know because need to tell Ron Slotkin what specs

As you have both heard me mention in the past, it would be a true shame if this video is buried on the epa YouTube training page. With so many hits on the whiteboard and other 111d related web products it is clear that the public wants to this sort of info

Pls let me know what we can do to give this overview presentation designed for the public to be well placed and easily found- in addition to our CPP site

Thanks
Jenny
Sent from my BlackBerry

Debbie Stackhouse

U.S. Environmental Protection Agency

Office of Air Quality Planning and Standards, Innovative Programs and Outreach

Research Triangle Park, NC

919-541-5354 phone

919-685-3901 fax

Join us on Facebook: <https://www.facebook.com/EPABurnWise>

@epaburnwise on Twitter: <https://twitter.com/epaburnwise>

To: McMichael, Nate[McMichael.Nate@epa.gov]
Cc: Hart, Daniel[Hart.Daniel@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]; Millett, John[Millett.John@epa.gov]
From: Orquina, Jessica
Sent: Wed 6/4/2014 9:19:46 PM
Subject: Re: Tweet/FB for Clean Power Plan Public Hearings

Thanks Nate!

Jessica Ann Orquina
Social Media Lead
Office of Web Communications
U.S. Environmental Protection Agency
Email: orquina.jessica@epa.gov
Office: 202-564-0446

Personal cell/email

On Jun 4, 2014, at 5:19 PM, "McMichael, Nate" <McMichael.Nate@epa.gov> wrote:

Non-responsive

You forgot to add Danny so I added him here. ☺

Nate McMichael

US EPA Office of Air and Radiation

202-564-0382 (Office)

Personal cell/email (Cell)

From: Orquina, Jessica
Sent: Wednesday, June 04, 2014 5:05 PM
To: McMichael, Nate
Cc: Allen, Laura; Bremer, Kristen; Millett, John
Subject: Re: Tweet/FB for Clean Power Plan Public Hearings

Non-responsive

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: **Personal cell/email**

On Jun 4, 2014, at 5:02 PM, "McMichael, Nate" <McMichael.Nate@epa.gov> wrote:

Jess- Can we put out a facetweet about the CPP public hearings? The site that lists them just went live. Here is our suggested language:

Get Involved! Register to speak at one of four public hearings on the proposed Clean Power Plan <http://go.usa.gov/875z>

Thanks!

Nate McMichael

US EPA Office of Air and Radiation

202-564-0382 (Office)

Personal cell/email (Cell)

Non-responsive

To: Orquina, Jessica[Orquina.Jessica@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]
Cc: Allen, Laura[Allen.Laura@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]; Millett, John[Millett.John@epa.gov]
From: McMichael, Nate
Sent: Wed 6/4/2014 9:19:07 PM
Subject: RE: Tweet/FB for Clean Power Plan Public Hearings

Non-responsive

You forgot to add Danny so I added him here. ☺

Nate McMichael

US EPA Office of Air and Radiation

202-564-0382 (Office)

Personal cell/email (Cell)

From: Orquina, Jessica
Sent: Wednesday, June 04, 2014 5:05 PM
To: McMichael, Nate
Cc: Allen, Laura; Bremer, Kristen; Millett, John
Subject: Re: Tweet/FB for Clean Power Plan Public Hearings

Non-responsive

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: **Personal cell/email**

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Jess- Can we put out a facetweet about the CPP public hearings? The site that lists them just went live. Here is our suggested language:

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Thanks!

Nate McMichael

US EPA Office of Air and Radiation

202-564-0382 (Office)

Personal cell/email (Cell)

To: McMichael, Nate[McMichael.Nate@epa.gov]
Cc: Allen, Laura[Allen.Laura@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]; Millett, John[Millett.John@epa.gov]
From: Orquina, Jessica
Sent: Wed 6/4/2014 9:04:58 PM
Subject: Re: Tweet/FB for Clean Power Plan Public Hearings

Non-responsive

Jess

Jessica Ann Orquina
Social Media Lead
Office of Web Communications
U.S. Environmental Protection Agency
Email: orquina.jessica@epa.gov
Office: 202-564-0446
Mobile: Personal cell/email

On Jun 4, 2014, at 5:02 PM, "McMichael, Nate" <McMichael.Nate@epa.gov> wrote:

Jess- Can we put out a facetweet about the CPP public hearings? The site that lists them just went live. Here is our suggested language:

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Thanks!

Nate McMichael

US EPA Office of Air and Radiation

202-564-0382 (Office)

Personal cell/email

(Cell)

To: Millett, John[Millett.John@epa.gov]
Cc: Bremer, Kristen[Bremer.Kristen@epa.gov]
From: Ashley, Jackie
Sent: Wed 6/4/2014 8:35:49 PM
Subject: RE: blog's up!

We've fixed the excel spreadsheet. If you hit refresh, you should be able to see it.

Just tidying up the Q&A now so Kristen can post it and also link to the blog.

Jackie Ashley - US EPA - Office of Air Quality Planning and Standards - 919-541-7664 – ashley.jackie@epa.gov

From: Millett, John
Sent: Wednesday, June 04, 2014 3:18 PM
To: Ashley, Jackie
Subject: blog's up!

~~~~~  
John Millett

Director, OAR Communications

Desk: 202-564-2903

Cell: Personal cell/email

**From:** Allen, Laura



**Sent:** Wednesday, June 04, 2014 2:56 PM  
**To:** McMichael, Nate; Orquina, Jessica  
**Cc:** Millett, John  
**Subject:** RE: Janet blog for review and posting

Sorry for delay. Computer probs over here... sheesh. This has been posted.

<http://blog.epa.gov/epaconnect/2014/06/understanding-state-goals-under-the-clean-power-plan/>

**From:** McMichael, Nate  
**Sent:** Wednesday, June 04, 2014 1:53 PM  
**To:** Allen, Laura; Orquina, Jessica  
**Cc:** Millett, John  
**Subject:** FW: Janet blog for review and posting

Jess and Laura- Flagging this since it isn't coming through the usual channels. John asked me to see this one through and get it posted today. Please let me know if you need anything else.

---

Nate McMichael

US EPA Office of Air and Radiation

202-564-0382 (Office)

Personal cell/email (Cell)

**From:** Millett, John  
**Sent:** Wednesday, June 04, 2014 12:15 PM  
**To:** Reynolds, Thomas; Purchia, Liz; Orquina, Jessica; McMichael, Nate; Drinkard, Andrea  
**Cc:** Smith, Kelley  
**Subject:** Janet blog for review and posting

Cc'ing Kelly for Bob –

Please have a look, proofreading welcome. Sorry if I'm not following the right blog process. I do this just infrequently enough to forget, but I figure If Jess is cc'd, we'll know what and how to do it . . .

Thanks –

john

### **Understanding State Goals under the Clean Power Plan**

The Clean Power Plan is about getting all the power we need, with less of what we don't need: pollution. Many people are now looking more closely at the plan and want to know a little more about how it all works, especially about what role their state will play in reducing carbon pollution.

Because the agency is looking for good, well-informed comments and input on the proposed plan, I wanted to explain a few key aspects of the proposal. By answering a few questions such as – 1) what's the baseline? 2) how is EPA using the Clean Air Act? 3) how can the power sector cut carbon pollution? 4) how did EPA set goals for each state? and 5) what flexibilities do states have? – I hope you'll come away with a better understanding of the Clean Power Plan – and how it will achieve significant air pollution reductions. And as more questions come up, we'll use this space and [epa.gov/cleanpowerplan](http://epa.gov/cleanpowerplan) to answer them. Now, on to the questions!

### **What baseline did EPA use to determine how much pollution must be reduced?**

EPA did not set a baseline. Remember, the plan is about generating the power we need, but with less pollution. So instead of setting a baseline, the Clean Power Plan works by setting state goals

to reduce the “pollution-to-power ratio” of the covered fossil-fuel fired power plants in a given state. EPA projects that by 2030, when states meet these goals, the U.S. power sector will emit 30 percent less carbon pollution than it did in 2005. But 2005 – or any other year – is not used a “baseline” year for a fixed percentage of reductions. We are using that statistic only because people need to know how much pollution we’ll reduce by when and compared to what, so we’re just comparing where we will be in 2030 to where we were in 2005.

### **How does the Clean Air Act work to cut carbon pollution from existing power plants?**

EPA is proposing carbon pollution guidelines using section 111(d) of the Clean Air Act. Basically, this part of the law requires EPA to identify the best and cheapest ways to reduce pollution from a given source – in this case, power plants that burn fossil fuels. The key to reducing carbon pollution from the power sector is to generate and use power more efficiently. Put another way, the goal is to reduce the carbon pollution emitted for each megawatt-hour of electricity generated. That provides power with less pollution. The amount of carbon pollution per megawatt-hour produced is called an emission rate. It is the rate at which pollution is emitted per unit of power generated. If a source emits a lot of carbon dioxide but produces relatively little energy, then its “carbon intensity” is considered high. Using section 111(d) of the Clean Air Act, EPA is proposing that states develop plans to reduce the carbon intensity of the power sector. The goal is not to limit the amount of power we produce. It’s about reducing the overall amount of carbon pollution from power plants, while still producing the energy we need.

### **How can the power sector reduce carbon emissions?**

EPA found that there are a wide variety of commercially available, technically feasible, and cost-effective ways that states, cities and businesses across the country are already using to reduce carbon pollution from the power sector. EPA identified four measures—that are the commonly used, technically sound, affordable, and that result in significant reductions in carbon intensity. They are – 1) improving efficiency at existing coal-fired power plants, 2) increasing utilization of existing natural gas fired power plants, 3) expanding the use of wind, solar, or other low- or zero-emitting alternatives, and 4) increasing energy efficiency in homes and businesses. By applying some or all of these measures a state can reduce the carbon intensity of its power system. These aren’t the only approaches that states can use, but EPA determined that—taken together—they are the best system of emission reduction, as that term is defined in the Clean Air Act.

### **How did EPA set goals for each state?**

By looking at the mix of power sources and the ability of each state to take advantage of any of the four carbon pollution reduction measures, the EPA calculated goals for each state. The proposed state goals are based on **a consistent national formula** and calculated using specific

information about the state or its region's individual power profile. The result of the equation is the state goal. Each state goal is a rate – a pollution-to-power ratio – for the future carbon intensity of covered existing fossil-fuel-fired power plants in a given state. States can meet their goal using any measures that make sense to them—they do not have to use all the measures EPA identified, and they can use other approaches that will work to bring down that carbon intensity rate. I hope this explanation makes clear that **EPA is not setting goals based on percentage reductions against a baseline year.** But when states meet their goals in 2030, EPA projects that the increased efficiency and reduced carbon intensity will result in a 30 percent less carbon pollution when compared with 2005 levels.

### **How do the state goals give states flexibility?**

EPA has set a goal for each state based on an analysis of the best system of reductions, based on estimates of the potential in each state for efficiency improvements and increased utilization of cleaner generation. Once the state has a goal, however, it is free to meet that goal in the way that works best for that state. It can rely more or less heavily on specific measures such as efficiency or renewable energy, or even pursue others such as increases in transmission efficiency or new gas generation. The state can also choose the policy or portfolio of policies that works best to achieve the goal.

### **Learn more about the Clean Power Plan**

The Clean Air Act and the state planning process offer enough time and flexibility for every state to cut wasted energy, improve efficiency, and reduce pollution – while still having all the reliable and affordable power we need to grow our economy and maintain our competitive edge. In the coming months, we'll be seeking comments and feedback on the proposed Clean Power Plan, and I encourage you to learn more and join the discussion. **[Link]**

~~~~~  
John Millett

Director, OAR Communications

Desk: 202-564-2903

Cell: Personal cell/email

To: Bremer, Kristen[Bremer.Kristen@epa.gov]
Cc: Morin, Jeff[Morin.Jeff@epa.gov]
From: Hart, Daniel
Sent: Mon 6/2/2014 5:42:06 PM
Subject: RE: Links for homepage graphic

Two different requests.

From the blog:

Here are the top four things to know about the proposed plan. The Clean Power Plan:

1. Fights climate change: Our climate is changing, and we're feeling the dangerous and costly effects today.
2. Protects public health: Power plants are the largest source of carbon pollution in the U.S. Although there are limits for other pollutants like arsenic and mercury, there are currently no national limits on carbon. Americans will see significant public health and climate benefits now and for future generations.
3. States leading with proven approaches: States and businesses have already charted a course toward cleaner, more efficient power. Our plan doesn't prescribe, it propels ongoing progress
4. Key is flexibility and putting states in the driver's seat: With EPA's flexible proposal, states choose the ways we cut carbon pollution, so we can still have affordable, reliable power to grow our economy.

From: Bremer, Kristen
Sent: Monday, June 02, 2014 1:40 PM
To: Hart, Daniel
Cc: Morin, Jeff
Subject: RE: Links for homepage graphic

I am posting to the Carbon Pollution Standards site.

I guess I'm confused. Are the "four questions" the same as the four icons in the image? I just want to be sure I didn't miss a separate request from you.

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremer.kristen@epa.gov

Phone: 919.541.9424

Cell: **Personal cell/email**

From: Hart, Daniel

Sent: Monday, June 02, 2014 1:35 PM

To: Bremer, Kristen

Cc: Morin, Jeff

Subject: RE: Links for homepage graphic

I was under the impression you were posting to the Carbon Pollution site. No worries, it's in the blog.

From: Bremer, Kristen

Sent: Monday, June 02, 2014 1:27 PM

To: Hart, Daniel

Cc: Morin, Jeff

Subject: RE: Links for homepage graphic

Where is the link to the four things you can do? Is it on the home page somewhere? Honestly, the home page is completely overwhelming to me (sorry).

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremer.kristen@epa.gov

Phone: 919.541.9424

Cell: Personal cell/email

From: Hart, Daniel

Sent: Monday, June 02, 2014 12:52 PM

To: Bremer, Kristen

Cc: Morin, Jeff

Subject: RE: Links for homepage graphic

Sorry about the delay. I think anything to help a user understand the issue. Preferably within the site, but not critical.

Did you see my question on the "four things you can do" link?

From: Bremer, Kristen

Sent: Monday, June 02, 2014 9:55 AM

To: Hart, Daniel

Cc: Morin, Jeff

Subject: RE: Links for homepage graphic

We're looking into it. Do we want all of these links to go to pages within the Carbon Pollution Standards website? Most of this information would likely be on the Climate Change website or other sites.

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremer.kristen@epa.gov

Phone: 919.541.9424

Cell: Personal cell/email

From: Hart, Daniel

Sent: Monday, June 02, 2014 9:27 AM

To: Bremer, Kristen

Cc: Morin, Jeff

Subject: Links for homepage graphic

Kristen, take a look at the homepage graphic at the bottom.

We've got the entire thing going to <http://www2.epa.gov/carbon-pollution-standards>

But we're missing an opportunity to send folks to specifics on each icon. Do you have pages for each of those?

Daniel (Danny) Hart | Associate Director of Web Communications | Office of External Affairs and Environmental Education | U.S. EPA | [Tel:202.564.7577](tel:202.564.7577) | cell: Personal cell/email

To: Dennis, Allison[Dennis.Allison@epa.gov]; Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Bollerud, Erica[Bollerud.Erica@epa.gov]; Wilson, Erika[Wilson.Erika@epa.gov]
From: Bremer, Kristen
Sent: Wed 12/10/2014 8:59:25 PM
Subject: RE: FB questions

Thanks! There was a lot of back and forth, so I wasn't sure if we had answered yet or not.

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremner.kristen@epa.gov

Phone: 919.541.9424

Cell: Personal cell/email

From: Dennis, Allison
Sent: Wednesday, December 10, 2014 3:57 PM
To: Drinkard, Andrea; Bollerud, Erica; Bremer, Kristen; Wilson, Erika
Subject: RE: FB questions

•••••••••• Yes, we've already answered with: We project that when our proposed Clean Power Plan is fully implemented in 2030, electricity bills are expected to be roughly 8 percent lower than they would be without the Plan, saving Americans about \$8 on an average monthly residential electricity bill. Learn more: epa.gov/cleanpowerplan

From: Drinkard, Andrea
Sent: Wednesday, December 10, 2014 3:52 PM
To: Bollerud, Erica; Bremer, Kristen; Wilson, Erika
Cc: Dennis, Allison

Subject: Re: FB questions

I think we already answered the first one via the main FB page. Adding Allison to confirm.

From: Bollerud, Erica

Sent: Wednesday, December 10, 2014 3:50 PM

To: Bremer, Kristen; Wilson, Erika; Drinkard, Andrea

Subject: RE: FB questions

I like these, and thanks for drafting them. Not sure if we can really characterize the Clean Power Plan as a down payment, though. Maybe “#CleanPowerPlan is an investment in a more efficient, 21st century power system, one that cuts energy waste, pollution and costs” instead.

From: Bremer, Kristen

Sent: Wednesday, December 10, 2014 3:37 PM

To: Wilson, Erika; Bollerud, Erica; Drinkard, Andrea

Subject: FW: FB questions

Here are some options that are 140 characters or less for tweeting in response to the first question. Thoughts?

#CleanPowerPlan promotes energy efficiency & gives states flexibility to design plans to reduce pollution and protect electricity consumers

#CeanPowerPlan is a down payment on a more efficient, 21st century power system, one that cuts energy waste, pollution, and costs.

If states take advantage of #CleanPowerPlan opportunities to increase efficiency, we

expect average electric bills will be cut by 8 percent

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremer.kristen@epa.gov

Phone: 919.541.9424

Cell: Personal cell/email

From: Leonhart, Kristinn

Sent: Tuesday, December 09, 2014 3:32 PM

To: Bremer, Kristen

Subject: FW: FB questions

Hi Kristen,

For EPA's Energy Efficiency Week of Action, which is this week, we're getting all kinds of fun questions to try to answer on social media. If your inclination is not to answer, that's obviously up to you, but I wanted to try to answer if appropriate. Do you have a fairly brief response to these questions?

Question 1:

Good Green Guru the House Committee on Energy and Commerce is telling us the new EPA power plant regulations will increase the cost of electricity. Is that true ?

Non-responsive

Non-responsive

Non-responsive

Non-responsive

Begin forwarded message:

From: "Orquina, Jessica" <Orquina.Jessica@epa.gov>
Date: December 9, 2014 at 12:19:14 PM EST
To: "Leonhart, Kristinn" <Leonhart.Kristinn@epa.gov>
Cc: "Dennis, Allison" <Dennis.Allison@epa.gov>
Subject: RE: FB question

And, here's some more questions. The new questions are below. Everything is in the attached doc.

#SaveEnergyWk Questions – Monday, December 09, 2014

On Facebook

Question:

[Good Green Guru](#) the [House Committee on Energy and Commerce](#) is telling us the new EPA power plant regulations will increase the cost of electricity. Is that true ?

Non-responsive

Non-responsive

Non-responsive

Non-responsive

Office of Public Affairs
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: Personal cell/email

Please consider the environment before printing this email.

From: Leonhart, Kristinn
Sent: Monday, December 08, 2014 5:26 PM
To: Orquina, Jessica
Cc: Dennis, Allison
Subject: Re: FB question

Definitely ignoring the first one that came in! :) thx!

Sent from my iPhone

On Dec 8, 2014, at 5:05 PM, Orquina, Jessica <Orquina.Jessica@epa.gov> wrote:

I'm working on it. I made a couple tweaks to the answer. I've included the updated version – the other questions I found online in the attached document. Now, for the additional questions, send me draft answers for the ones you want to answer and let me know which you'd like to ignore.

Thanks! Jess

Jessica Ann Orquina

Social Media Lead
Office of Web Communications
Office of Public Affairs
U.S. Environmental Protection Agency

Non-responsive

Non-responsive

Non-responsive

To: Terry, Sara[Terry.Sara@epa.gov]
From: Bremer, Kristen
Sent: Tue 10/28/2014 5:36:15 PM
Subject: RE: webinars

YouTube videos have closed captioning built in, so they're 508 compliant. I think we (meaning Jackie) transcribed the overview presentation.

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremer.kristen@epa.gov

Phone: 919.541.9424

Cell: Personal cell/email

From: Terry, Sara
Sent: Tuesday, October 28, 2014 1:32 PM
To: Bremer, Kristen
Subject: RE: webinars

Do any of the postings on the CPP website have transcripts? Like the overview presentation or whiteboard...

Sara

Non-responsive

Non-responsive

Non-responsive

Non-responsive

Non-responsive

To: Johnson, Terry[Johnson.Terry@epa.gov]
From: Bremer, Kristen
Sent: Tue 9/9/2014 9:55:49 PM
Subject: Additional webinar information

Hi Terry-

I just realized the email Jean sent me was the confirmation email. If the folks in Arkansas need to register, here's the information:

EPA is pleased by the tremendous public interest in the proposed Clean Power Plan. As part of our ongoing effort to give interested stakeholders the information they need to learn about and provide public comment on these proposed rule, EPA prepared a series of informational materials that allow the public to delve deeper into the key aspects of the proposed Clean Power Plan.

First, EPA prepared a video overview of the Clean Power Plan rule. It is available at <https://www.youtube.com/watch?v=CDJGspRbIA4>. Then in July, EPA hosted three online webinars for states and tribes. These webinars provided more detailed information on key components of the Clean Power Plan. Each one-hour webinar was followed by a live question and answer session. The topics of these three webinars were: Part I - Building the State Goals; Part II - State Plans; and Part III – Clean Power Plan Implementation. Recordings of each webinar, as well as stand-alone slide decks for each, are available online at <http://www2.epa.gov/cleanpowerplanttoolbox/epa-webinar-series-proposed-clean-power-plan>.

Now, EPA is making key technical staff available to answer questions from stakeholders that may not have been answered in these online materials. EPA will be hosting two online question and answer sessions:

1. September 10, 2014, 1:00 – 2:30 EST: Primary audience is industry stakeholders
2. September 17, 2014, 1:00 – 2:30 EST: Primary audience is environmental stakeholders

To register, please send an email to Jean Walker at walker.jean@epa.gov indicating your name and organization, the session you would like to join, and any questions you'd like answered. In addition, please review the online materials identified above in advance of your session. Once you've registered, you will receive additional information for how to join the online session.

On the day of the webinar, participants can ask additional questions by typing them into the online conferencing software Adobe Connect. As a reminder, the EPA is in the midst of the public comment period for this proposed rule. As a result, these sessions are designed to respond to clarifying questions about the content of the Clean Power Plan, not to respond to substantive comment on the proposal itself. For specific instructions for submitting public comment, please visit <http://www2.epa.gov/carbon-pollution-standards/how-comment-clean-power-plan-proposed-rule>. The public comment period will be open until October 16, 2014.

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremer.kristen@epa.gov

Phone: 919.541.9424

Cell: **Personal cell/email**

To: Herrington, Leigh[Herrington.L Leigh@epa.gov]; Stackhouse, Debbie[Stackhouse.Debbie@epa.gov]
From: Bremer, Kristen
Sent: Wed 6/18/2014 5:36:38 PM
Subject: RE: Clean Power Video

Non-responsive

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremner.kristen@epa.gov

Phone: 919.541.9424

Cell: Personal cell/email

From: Herrington, Leigh
Sent: Wednesday, June 18, 2014 1:32 PM
To: Bremer, Kristen; Stackhouse, Debbie
Subject: RE: Clean Power Video

Thanks- looks like they've hired a new photographer- the flickr site has better quality pics. I don't think they like kids though- I haven't found many.

From: Bremer, Kristen
Sent: Wednesday, June 18, 2014 1:25 PM
To: Herrington, Leigh; Stackhouse, Debbie
Subject: RE: Clean Power Video

You may have already sorted through these, but you can look on EPA's stock photo archive at: <http://intranet.epa.gov/media/phototopics.htm> and on the Flickr site at: <https://www.flickr.com/photos/usepagov>

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremer.kristen@epa.gov

Phone: 919.541.9424

Cell: **Non-responsive**

From: Herrington, Leigh

Sent: Wednesday, June 18, 2014 1:16 PM

To: Stackhouse, Debbie; Bremer, Kristen

Subject: FW: Clean Power Video

Importance: High

Fyi

(Kirsten Cappel is listed as one of the landfill outreach contact)

From: Herrington, Leigh

Sent: Wednesday, June 18, 2014 1:15 PM

To: Cappel, Kirsten; Anley-Mills, Melissa

Subject: FW: Clean Power Video

Importance: High

Hi-

I'm curious if you guys happen to have the following images that we can use for our 111(D) video? Thanks.

- [redacted] Dr with a kid
- [redacted] another of some sweet kids
- [redacted] another showing methane reduction at landfill

Leigh Herrington

OAQPS, Outreach and Information Division

919-541-0882

From: Herrington, Leigh
Sent: Wednesday, June 18, 2014 12:58 PM
To: Miller, Kristy; Vance, Eric; Bremer, Kristen; Tussey, Lori
Cc: Stackhouse, Debbie
Subject: FW: Clean Power Video
Importance: High

Hi all,

This is a tight turnaround- do you happen to have any of the following images that OAQPS can use for the 111(D) video? (need high res- prefer 1 mg or higher). Thanks!

Leigh

From: Stackhouse, Debbie
Sent: Wednesday, June 18, 2014 12:53 PM
To: Herrington, Leigh

Subject: FW: Clean Power Plan First Cut

Need your help. Could you see if you can locate US images of a Dr with a kid, another of some sweet kids, and another showing methane reduction at landfill. They need to be free and clear to use in following format.

From: Marsha Winstead [<mailto:marsha@winrocktv.com>]

Sent: Wednesday, June 18, 2014 12:29 PM

To: Stackhouse, Debbie; Debbie Stackhouse

Cc: dave rocchio; Navarro, Ernesto; Terry, Sara; Noonan, Jenny; DeLuca, Isabel

Subject: Re: Clean Power Plan First Cut

Hi

Here are the 2 pics NOT taken in U.S.; also info on Obama picture.

If folks are providing replacement images, please make sure they

are high enough resolution (at least 200kb; prefer 1 meg or higher) and are cleared for use.

Thanks so much

Marsha

Marsha D. Winstead
WinRock Productions, LLC
704.907-6832
www.winrocktv.com

To: Herrington, Leigh[Herrington.L Leigh@epa.gov]; Stackhouse, Debbie[Stackhouse.Debbie@epa.gov]
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Sent: Wed 6/18/2014 5:25:28 PM
Subject: RE: Clean Power Video

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Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

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Phone: 919.541.9424

Cell: Personal cell/email

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OAQPS, Outreach and Information Division

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Thanks so much

Marsha

Marsha D. Winstead
WinRock Productions, LLC
704.907-6832
www.winrocktv.com

To: Noonan, Jenny[Noonan.Jenny@epa.gov]; McMichael, Nate[McMichael.Nate@epa.gov]
From: Bremer, Kristen
Sent: Thur 6/12/2014 8:27:49 PM
Subject: RE: confirming -- video will be placed on EPA's youtube site -- need to know because need to tell Ron Slotkin what specs

The videos can live on EPA's YouTube site -- just like the whiteboard video and Gina's video -- and we can embed them into our web pages on the CPP site and even the CPP Toolbox site.

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: bremer.kristen@epa.gov

Phone: 919.541.9424

Cell: Personal cell/email

From: Noonan, Jenny
Sent: Thursday, June 12, 2014 4:24 PM
To: McMichael, Nate; Bremer, Kristen
Subject: Fw: confirming -- video will be placed on EPA's youtube site -- need to know because need to tell Ron Slotkin what specs

As you have both heard me mention in the past, it would be a true shame if this video is buried on the epa YouTube training page. With so many hits on the whiteboard and other 111d related web products it is clear that the public wants to this sort of info

Pls let me know what we can do to give this overview presentation designed for the public to be well placed and easily found- in addition to our CPP site

Thanks

Jenny

Sent from my BlackBerry

From: Stackhouse, Debbie <Stackhouse.Debbie@epa.gov>

Sent: Thursday, June 12, 2014 12:55 PM

To: Noonan, Jenny

Subject: confirming -- video will be placed on EPA's youtube site -- need to know because need to tell Ron Slotkin what specs

Debbie Stackhouse

U.S. Environmental Protection Agency

Office of Air Quality Planning and Standards, Innovative Programs and Outreach

Research Triangle Park, NC

919-541-5354 phone

919-685-3901 fax

Join us on Facebook: <https://www.facebook.com/EPABurnWise>

@epaburnwise on Twitter: <https://twitter.com/epaburnwise>

Acting on Climate Change for our Children's Sake

By Gina McCarthy and Nsedu Obot Witherspoon, October 16, 2014

The missions of the Children's Environmental Health Network (CEHN) and the U.S. Environmental Protection Agency (EPA) align for a simple reason: healthy people depend on a healthy environment to live, work, and play in.

Scientific research shows our children are especially vulnerable to environmental health hazards. October is Children's Health Month, and as we work to raise awareness and act on health risks, we need to keep children's health considerations and concerns at the forefront of our research, practice, and policy decisions. We need to be especially vigilant as we face new health risks from climate change.

Warmer temperatures from climate change, fueled by carbon pollution, are making allergy seasons longer and worsening smog, exacerbating children's asthma. One in ten kids in the U.S. already suffers from asthma, and these numbers could go up. Hotter weather is also increasing moisture in the air in some locations. More moisture means more mold and mildew—which also cause respiratory problems.

Power plants are our nation's largest source of carbon pollution—which comes bundled with other toxic pollutants like nitrogen oxide and sulfur dioxide that cause respiratory problems, especially among children. Although the U.S. already limits power plant pollutants like mercury and arsenic, there are currently no limits on carbon pollution.

When it comes to climate change, the health risks are clear, and so is the urgent need for action. That's why this summer, at President Obama's direction, EPA proposed a Clean Power Plan to limit carbon pollution. The plan would not only cut carbon pollution 30 percent from the U.S. power sector by 2030, but it would also slash those other harmful pollutants that lead to respiratory and cardiovascular disease. In 2030 alone, this plan will help avoid up to 100,000 asthma attacks and 2,100 heart attacks.

We also know climate-related health risks disproportionately affect communities of color, low-income families, and tribal populations that already deal with higher rates of asthma and exposure. Advocating for equal environmental protections means advocating for environmental justice.

Any action we take—whether our risks come from climate change or conventional pollution challenges—has to be based on sound science and research. That's why EPA has Pediatric Environmental Health Specialty Units (PEHSUs) across the country to provide communities with advice on environmental causes of illness in children.

Solid science has always underpinned good policy that protects children's health. When we learned that exposure to mercury in the womb harms developing nervous systems, we reduced exposure. When we learned that leaded gasoline creates toxic fumes that harm children's brain development, we stopped its use. And when we learned about the risks of secondhand smoke, we fueled a movement that continues to promote dramatically healthier environments for our children.

The public health community's voice has always been vital. As we continue to learn about the clear and present health dangers of climate change, our obligation to speak up for children's health—and act to protect it—has never been clearer.

So this Children's Health Month, we urge you to keep making your voices heard. Comment on EPA's proposal to curb carbon pollution. Educate your families, and share your thoughts on Facebook and Twitter using #ActOnClimate.

All health professionals can agree that the easiest ailment to treat is one that never develops. As

academic researchers, as public servants, and as parents and grandparents, let's fulfill our obligation to future generations by acting on climate change today.

For more information and to get involved in your community, please visit <http://www2.epa.gov/carbon-pollution-standards> and <http://www.cehn.org/policy/climate> .

Gina McCarthy is Administrator of the Environmental Protection Agency. Nsedu Obot Witherspoon is Executive Director of the Children's Environmental Health Network.

To: Allen, Laura[Allen.Laura@epa.gov]
Cc: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Aguirre, Amanda
Sent: Wed 10/1/2014 6:24:28 PM
Subject: RE: Twitter Q & A
#CleanAir4Kids Twitter Event Script Final Clean 10 1 AA.DOCX

Attached. I believe this is the final version, is that correct Shakeba? I don't think I was on the final one you sent to the group, sorry if I missed it.

From: Allen, Laura
Sent: Wednesday, October 01, 2014 2:23 PM
To: Aguirre, Amanda
Subject: Re: Twitter Q & A

Thanks again! Can you send me the final script? The WH is going to RT some of the Admin's tweets so I want to send it over to them

From: Aguirre, Amanda
Sent: Wednesday, October 1, 2014 12:31 PM
To: Drinkard, Andrea; Younes, Lina
Cc: Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Subject: RE: Twitter Q & A

Matt is fine with the changes made. Shakeba is working on updating the script and will circulate it shortly. Thanks everyone!

AA

From: Aguirre, Amanda
Sent: Wednesday, October 01, 2014 9:40 AM
To: Drinkard, Andrea; Younes, Lina
Cc: Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison

Subject: RE: Twitter Q & A

Thanks everyone, I agree that the feedback was vague. I am going to shoot this revised version to Matt to make sure we addressing his concerns. Thanks!

Amanda

Question 6: [@GinaEPA](#) What is @EPA doing to address air quality & climate change?

Ex. 5 - Deliberative

Question 7: [@GinaEPA](#) How can community members & health care professionals take action to improve air quality and fight climate change?

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Drinkard, Andrea
Sent: Wednesday, October 01, 2014 9:30 AM
To: Younes, Lina
Cc: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Subject: RE: Twitter Q & A

Yup!

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell **Personal cell/email**

From: Younes, Lina
Sent: Wednesday, October 01, 2014 9:09 AM
To: Drinkard, Andrea
Cc: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Subject: Re: Twitter Q & A

Question. I see that you include an air now "what you can do" link. In Spanish we have the climate change "what you can do" pages. Can I use the Spanish links?

Sent from my iPhone

On Oct 1, 2014, at 8:50 AM, "Drinkard, Andrea" <Drinkard.Andrea@epa.gov> wrote:

Just sent something back, but would like to give Alison some time to weigh in. She's out this morning at a drs apt. If you need to go before she has a chance to look, I think that's fine too. These should be general enough. Let me know if you think I responded adequately to the Administrator's concerns.

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell Personal cell/email

From: Aguirre, Amanda

Sent: Wednesday, October 01, 2014 8:49 AM

To: Drinkard, Andrea; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison

Cc: Younes, Lina

Subject: Re: Twitter Q & A

Twitter chat is at 2:00PM today, so as soon as possible but maybe 12:00 latest so we can get a final version over to AAP and Lina to translate?

From: Drinkard, Andrea

Sent: Wednesday, October 1, 2014 8:18:48 AM

To: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison

Cc: Younes, Lina

Subject: RE: Twitter Q & A

Looking at this now. What's our timing?

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell:

Personal cell/email

From: Aguirre, Amanda

Sent: Wednesday, October 01, 2014 8:06 AM

To: Drinkard, Andrea; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison

Cc: Younes, Lina

Subject: FW: Twitter Q & A

Importance: High

Andrea - Matt reached out with some feedback from the Administrator this morning. Can you take a look at questions 6 & 7 taking in mind the feedback noted below. Thanks!

Amanda

Question 6: @GinaEPA How can community members & health care professionals take action to improve air quality?

Ex. 5 - Deliberative

Question 7: @GinaEPA How can we prevent the health effects of air pollution? What is @EPA doing to address air quality & climate change?

Ex. 5 - Deliberative

From: Fritz, Matthew
Sent: Wednesday, October 1, 2014 7:01 AM
To: Aguirre, Amanda

Subject: Twitter Q & A

Good morning Amanda,

Ex. 5 - Deliberative

Thanks.

#CleanAir4Kids Twitter Event Script

Wednesday, October 1, 2014, 2:00 pm – 3:00 pm ET

#CleanAir4Kids: Twitter Chat

Hosted by the American Academy of Pediatrics (@AmerAcadPeds)

Call-in Information (Time): 1:45 PM

Dial-in Number:

Participant Code:

Conference code

RSVP: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Twitter: @AmerAcadPeds & @GinaEPA

Twitter (Spanish): @AAPninossanos y @EPAEspanol

Hashtag: #CleanAir4Kids

Hashtag (Spanish): #AireLimpio

Promotion:

@AmerAcadPeds Twitter Chat: Air Quality and Children's Health

According to the World Health Organization, more than 80% of the current health burden due to the changing climate occurs in children younger than five years old.

As climate change accelerates, children will continue to suffer disproportionately because they breathe faster and spend more time outside, and therefore have a greater opportunity for exposure to pollutants.

During Child Health Month, join the American Academy of Pediatrics (AAP) on **Wednesday, Oct. 1 at 2 pm ET** for a Twitter chat to discuss the importance of clean air and how air pollution impacts child health. AAP will be joined by Environmental Protection Agency (EPA) Administrator Gina McCarthy, who will share how the federal government is addressing air quality and how individuals can take action.

To join the conversation, use **#CleanAir4Kids** and follow [@AmerAcadPeds](#) and [@GinaEPA](#).

Please contact AAP Social Media Community Manager Cassandra Blohowiak at cblohowiak@aap.org for more information.

- **What:** Twitter chat on air quality and children's health
- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1 from 2 pm – 3 pm ET
- **Where:** Twitter; #CleanAir4Kids

Non-responsive

Twitter chat outline:

Script Questions: The American Academy of Pediatrics (@AmerAcadPeds) will ask a total of 7 questions during the chat.

Questions for @GinaEPA:

Q1: What are sources and types of air pollution?

Q2: How does air quality impact kids?

Q3: Why are children disproportionately affected by air pollution?

Q4: Which other vulnerable populations might be affected by poor air quality? How?

Q5: How does climate change affect air quality?

Q6: What is EPA doing to address air quality and climate change?

Q7: How can community members & health care professionals take action to improve air quality and fight climate change?

Twitter chat script:

1. All tweets must include the #CleanAir4Kids hashtag
2. Question tweets should lead with "Q1:", "Q2:" etc.
3. Answer tweets should lead with "A1:", "A2:" etc.

1:55pm ET

Non-responsive

2:00pm ET

Non-responsive

2:05pm ET

Non-responsive

Non-responsive

2:13pm ET

Non-responsive

2:21pm ET

Non-responsive

2:29pm ET

Non-responsive

Non-responsive

2:36pm ET

Non-responsive

2:44pm ET

@AmerAcadPeds: Q6: What is EPA doing to address air quality & climate change?

@GinaEPA: A6: This past year brought tons of progress, including our proposed Clean Power Plan #CleanAir4Kids

@GinaEPA: A6: This plan cuts carbon and, as a co-benefit, it cuts the harmful air pollutants that form soot and smog #CleanAir4Kids

@GinaEPA: A6: From the soot and smog benefits alone, for every \$1 we invest in the Clean Power Plan, we'll see \$7 in health benefits. #CleanAir4Kids

@GinaEPA: A6: We've received more than 1 million comments from health groups, industry groups, faith groups, parents and more #CleanAir4Kids

@GinaEPA: A6: We want every good idea we can get, so we extended the public comment period through December 1st #CleanAir4Kids

@AmerAcadPeds: A6: New @EPA carbon standards are a needed step to help make our air safer & cleaner for children #CleanAir4Kids

@AmerAcadPeds: A6: Limiting carbon emissions = #CleanAir4Kids. AAP commends @EPA action to address air pollution & climate change <http://ow.ly/BEBDo>

@AmerAcadPeds: A6: Parents, limit the amount of time your child spends outdoors during periods of poor air quality <http://ow.ly/BEB0l> #CleanAir4Kids

@AmerAcadPeds: A6: Check @AIRNow to find air quality information for your community <http://airnow.gov/> #CleanAir4Kids

@AmerAcadPeds: Just joining us? We're having a Children's Health twitter chat with @GinaEPA and @AmerAcadPeds! #CleanAir4Kids

2:52pm ET

Non-responsive

@AmerAcadPeds: A7: We must ensure that our children can breathe clean air to protect & promote lifelong health #CleanAir4Kids

@AmerAcadPeds: A7: Submit comments on @EPA's plan to reduce carbon emissions by Dec. 1. Visit: <http://ow.ly/BECgG> #CleanAir4Kids

Non-responsive

2:57pm ET

Non-responsive

2:58 pm ET [closing remarks and wrap-up]

@AmerAcadPeds: We have about 3 more minutes left in our discussion. Please feel free to give some final thoughts #CleanAir4Kids

@AmerAcadPeds: A special thanks to @EPA Administrator @GinaEPA for joining us today! #CleanAir4Kids

@GinaEPA: Thank you for the opportunity to talk about children's health and #CleanAir4Kids!

@AmerAcadPeds: If you haven't already check out @GinaEPA article in @AAPNews <http://bit.ly/YCzC2u> #CleanAir4Kids

@AmerAcadPeds: Thank you to @[handles of groups] for also joining in #CleanAir4Kids

To: Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Younes, Lina[Younes.Lina@epa.gov]
Cc: Orquina, Jessica[Orquina.Jessica@epa.gov]; Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]; Davis, Alison[Davis.Alison@epa.gov]
From: Aguirre, Amanda
Sent: Wed 10/1/2014 4:31:51 PM
Subject: RE: Twitter Q & A

Matt is fine with the changes made. Shakeba is working on updating the script and will circulate it shortly. Thanks everyone!

AA

From: Aguirre, Amanda
Sent: Wednesday, October 01, 2014 9:40 AM
To: Drinkard, Andrea; Younes, Lina
Cc: Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
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Ex. 5 - Deliberative

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Ex. 5 - Deliberative

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Sent: Wednesday, October 01, 2014 9:30 AM

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Cc: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison

Subject: RE: Twitter Q & A

Yup!

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell: Personal cell/email

From: Younes, Lina

Sent: Wednesday, October 01, 2014 9:09 AM

To: Drinkard, Andrea

Cc: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison

Subject: Re: Twitter Q & A

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Sent from my iPhone

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U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell: Personal cell/email

From: Aguirre, Amanda
Sent: Wednesday, October 01, 2014 8:49 AM
To: Drinkard, Andrea; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Cc: Younes, Lina
Subject: Re: Twitter Q & A

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Subject: RE: Twitter Q & A

Looking at this now. What's our timing?

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell: 202.236.7765

From: Aguirre, Amanda
Sent: Wednesday, October 01, 2014 8:06 AM
To: Drinkard, Andrea; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Cc: Younes, Lina

Subject: FW: Twitter Q & A
Importance: High

Andrea - Matt reached out with some feedback from the Administrator this morning. Can you take a look at questions 6 & 7 taking in mind the feedback noted below. Thanks!

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Ex. 5 - Deliberative

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Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Fritz, Matthew
Sent: Wednesday, October 1, 2014 7:01 AM
To: Aguirre, Amanda
Subject: Twitter Q & A

Good morning Amanda,

I have some feedback on the twitter Townhall Q & A's:

Ex. 5 - Deliberative

Thanks.

To: Fritz, Matthew[Fritz.Matthew@epa.gov]
Cc: Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]; Enobakhare, Rosemary[Enobakhare.Rosemary@epa.gov]; Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Bond, Brian[Bond.Brian@epa.gov]
From: Aguirre, Amanda
Sent: Wed 10/1/2014 4:31:12 PM
Subject: RE: Twitter Q & A

Great, thanks Matt!

From: Fritz, Matthew
Sent: Wednesday, October 01, 2014 11:28 AM
To: Aguirre, Amanda
Cc: Drinkard, Andrea; Allen, Laura; Enobakhare, Rosemary; Carter-Jenkins, Shakeba
Subject: Re: Twitter Q & A

I believe it does - thanks.

On Oct 1, 2014, at 9:53 AM, "Aguirre, Amanda" <Aguirre.Amanda@epa.gov> wrote:

Matt

Ex. 5 - Deliberative

Amanda

Question 6: .@GinaEPA What is @EPA doing to address air quality & climate change?

Ex. 5 - Deliberative

Question 7: [@GinaEPA](#) How can community members & health care professionals take action to improve air quality and fight climate change?

Ex. 5 - Deliberative

From: Fritz, Matthew

Sent: Wednesday, October 01, 2014 7:01 AM
To: Aguirre, Amanda
Subject: Twitter Q & A

Good morning Amanda,

Ex. 5 - Deliberative

Thanks.

To: Aguirre, Amanda[Aguirre.Amanda@epa.gov]
Cc: Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]; Enobakhare, Rosemary[Enobakhare.Rosemary@epa.gov]; Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Fritz, Matthew
Sent: Wed 10/1/2014 3:28:02 PM
Subject: Re: Twitter Q & A

I believe it does - thanks.

On Oct 1, 2014, at 9:53 AM, "Aguirre, Amanda" <Aguirre.Amanda@epa.gov> wrote:

Matt

Ex. 5 - Deliberative

Amanda

Question 6: @GinaEPA What is @EPA doing to address air quality & climate change?

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Question 7: .@GinaEPA How can community members & health care professionals take action to improve air quality and fight climate change?

Ex. 5 - Deliberative

From: Fritz, Matthew
Sent: Wednesday, October 01, 2014 7:01 AM
To: Aguirre, Amanda
Subject: Twitter Q & A

Good morning Amanda,

I have some feedback on the twitter Townhall Q & A's:

Ex. 5 - Deliberative

Thanks.

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Younes, Lina
Sent: Wed 10/1/2014 3:24:12 PM
Subject: RE: Twitter Q & A

OK. Thanks.

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Carter-Jenkins, Shakeba
Sent: Wednesday, October 01, 2014 11:04 AM
To: Younes, Lina; Aguirre, Amanda
Subject: RE: Twitter Q & A

Hi waiting on Matt to give the thumbs up.

From: Younes, Lina

Sent: Wednesday, October 01, 2014 11:03 AM
To: Aguirre, Amanda
Cc: Carter-Jenkins, Shakeba
Subject: RE: Twitter Q & A

Do we have a final version?

Could you send me a final clean, updated copy?

Thanks.

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

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[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Aguirre, Amanda

Sent: Wednesday, October 01, 2014 9:40 AM
To: Drinkard, Andrea; Younes, Lina
Cc: Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Subject: RE: Twitter Q & A

Thanks everyone, I agree that the feedback was vague. I am going to shoot this revised version to Matt to make sure we addressing his concerns. Thanks!

Amanda

Question 6: .@GinaEPA What is @EPA doing to address air quality & climate change?

Ex. 5 - Deliberative

Question 7: .@GinaEPA How can community members & health care professionals take action to improve air quality and fight climate change?

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Drinkard, Andrea
Sent: Wednesday, October 01, 2014 9:30 AM
To: Younes, Lina
Cc: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Subject: RE: Twitter Q & A

Yup!

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell Personal cell/email

From: Younes, Lina
Sent: Wednesday, October 01, 2014 9:09 AM
To: Drinkard, Andrea

Cc: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Subject: Re: Twitter Q & A

Ex. 5 - Deliberative

Sent from my iPhone

On Oct 1, 2014, at 8:50 AM, "Drinkard, Andrea" <Drinkard.Andrea@epa.gov> wrote:

Ex. 5 - Deliberative

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell: **Personal cell/email**

From: Aguirre, Amanda

Sent: Wednesday, October 01, 2014 8:49 AM

To: Drinkard, Andrea; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison

Cc: Younes, Lina

Subject: Re: Twitter Q & A

Twitter chat is at 2:00PM today, so as soon as possible but maybe 12:00 latest so we can get a final version over to AAP and Lina to translate?

From: Drinkard, Andrea
Sent: Wednesday, October 1, 2014 8:18:48 AM
To: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Cc: Younes, Lina
Subject: RE: Twitter Q & A

Looking at this now. What's our timing?

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell: Personal cell/email

From: Aguirre, Amanda
Sent: Wednesday, October 01, 2014 8:06 AM
To: Drinkard, Andrea; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Cc: Younes, Lina
Subject: FW: Twitter Q & A
Importance: High

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Ex. 5 - Deliberative

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Ex. 5 - Deliberative

From: Fritz, Matthew
Sent: Wednesday, October 1, 2014 7:01 AM
To: Aguirre, Amanda
Subject: Twitter Q & A

Good morning Amanda,

Ex. 5 - Deliberative

Thanks.

To: Aguirre, Amanda[Aguirre.Amanda@epa.gov]
Cc: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Younes, Lina
Sent: Wed 10/1/2014 3:02:58 PM
Subject: RE: Twitter Q & A

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Thanks.

Lina Younes

Multilingual Communications Liaison

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EPA Office of Public Affairs

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Cc: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
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Phone: 202.564.1601

Cell: Personal cell/email

From: Younes, Lina
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To: Drinkard, Andrea
Cc: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison

Subject: Re: Twitter Q & A

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Cell: Personal cell/email

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Ex. 5 - Deliberative

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Sent: Wednesday, October 1, 2014 7:01 AM
To: Aguirre, Amanda
Subject: Twitter Q & A

Good morning Amanda,

Ex. 5 - Deliberative

Thanks.

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
Cc: Ragland, Micah[Ragland.Micah@epa.gov]
From: Aguirre, Amanda
Sent: Wed 10/1/2014 2:40:15 PM
Subject: FW: Twitter Q & A

Shakeba- I am staffing the administrator for a HACU taping and prepping for her upcoming travel. Can you own the changes on the script moving forward. This would mean following up with Matt to ensure these changes are acceptable then modifying the final script (word doc) informing internal staff of the changes and AAP (Spanish/english) POC's. Thanks for your help on this,

Amanda

From: Aguirre, Amanda
Sent: Wednesday, October 01, 2014 9:54 AM
To: Fritz, Matthew
Cc: Drinkard, Andrea; Allen, Laura; Enobakhare, Rosemary; Carter-Jenkins, Shakeba
Subject: RE: Twitter Q & A

Matt

Ex. 5 - Deliberative

Amanda

Question 6: .@GinaEPA What is @EPA doing to address air quality & climate

change?

Ex. 5 - Deliberative

Question 7: [@GinaEPA](#) How can community members & health care professionals take action to improve air quality and fight climate change?

Ex. 5 - Deliberative

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Sent: Wednesday, October 01, 2014 7:01 AM
To: Aguirre, Amanda
Subject: Twitter Q & A

Good morning Amanda,

Ex. 5 - Deliberative

Thanks.

To: Fritz, Matthew[Fritz.Matthew@epa.gov]
Cc: Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Allen, Laura[Allen.Laura@epa.gov];
Enobakhare, Rosemary[Enobakhare.Rosemary@epa.gov]; Carter-Jenkins, Shakeba[Carter-
Jenkins.Shakeba@epa.gov]
From: Aguirre, Amanda
Sent: Wed 10/1/2014 1:53:48 PM
Subject: RE: Twitter Q & A

Matt

Ex. 5 - Deliberative

Amanda

Question 6: @GinaEPA What is @EPA doing to address air quality & climate change?

Ex. 5 - Deliberative

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Subject: Twitter Q & A

Good morning Amanda,

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Thanks.

To: Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Younes, Lina[Younes.Lina@epa.gov]
Cc: Orquina, Jessica[Orquina.Jessica@epa.gov]; Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]; Davis, Alison[Davis.Alison@epa.gov]
From: Aguirre, Amanda
Sent: Wed 10/1/2014 1:39:52 PM
Subject: RE: Twitter Q & A

Thanks everyone, I agree that the feedback was vague. I am going to shoot this revised version to Matt to make sure we addressing his concerns. Thanks!

Amanda

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Ex. 5 - Deliberative

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Ex. 5 - Deliberative

Ex. 5 - Deliberative

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To: Younes, Lina
Cc: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Subject: RE: Twitter Q & A

Yup!

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell: Personal cell/email

From: Younes, Lina
Sent: Wednesday, October 01, 2014 9:09 AM
To: Drinkard, Andrea

Cc: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Subject: Re: Twitter Q & A

Ex. 5 - Deliberative

Sent from my iPhone

On Oct 1, 2014, at 8:50 AM, "Drinkard, Andrea" <Drinkard.Andrea@epa.gov> wrote:

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Andrea Drinkard

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Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cel: **Personal cell/email**

From: Aguirre, Amanda

Sent: Wednesday, October 01, 2014 8:49 AM

To: Drinkard, Andrea; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison

Cc: Younes, Lina

Subject: Re: Twitter Q & A

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To: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Cc: Younes, Lina
Subject: RE: Twitter Q & A

Looking at this now. What's our timing?

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U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell: Personal cell/email

From: Aguirre, Amanda
Sent: Wednesday, October 01, 2014 8:06 AM
To: Drinkard, Andrea; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Cc: Younes, Lina
Subject: FW: Twitter Q & A
Importance: High

Andrea - Matt reached out with some feedback from the Administrator this morning. Can you take a look at questions 6 & 7 taking in mind the feedback noted below. Thanks!

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To: Aguirre, Amanda
Subject: Twitter Q & A

Good morning Amanda,

Ex. 5 - Deliberative

Thanks.

To: Drinkard, Andrea[Drinkard.Andrea@epa.gov]
Cc: Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]; Davis, Alison[Davis.Alison@epa.gov]
From: Younes, Lina
Sent: Wed 10/1/2014 1:37:30 PM
Subject: Re: Twitter Q & A

Thanks.

Sent from my iPhone

On Oct 1, 2014, at 9:30 AM, "Drinkard, Andrea" <Drinkard.Andrea@epa.gov> wrote:

Yup!

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell Personal cell/email

From: Younes, Lina
Sent: Wednesday, October 01, 2014 9:09 AM
To: Drinkard, Andrea
Cc: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Subject: Re: Twitter Q & A

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Phone: 202.564.1601

Cell: Personal cell/email

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Phone: 202.564.1601

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Cc: Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]; Davis, Alison[Davis.Alison@epa.gov]
From: Drinkard, Andrea
Sent: Wed 10/1/2014 1:30:18 PM
Subject: RE: Twitter Q & A

Yup!

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell Personal cell/email

From: Younes, Lina
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Cc: Younes, Lina[Younes.Lina@epa.gov]
From: Allen, Laura
Sent: Wed 10/1/2014 1:26:42 PM
Subject: Re: Twitter Q & A

Ex. 5 - Deliberative

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From: Younes, Lina
Sent: Wed 10/1/2014 1:09:04 PM
Subject: Re: Twitter Q & A

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Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Fritz, Matthew
Sent: Wednesday, October 1, 2014 7:01 AM
To: Aguirre, Amanda
Subject: Twitter Q & A

Good morning Amanda,

Ex. 5 - Deliberative

Thanks.

To: Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]; Davis, Alison[Davis.Alison@epa.gov]
Cc: Younes, Lina[Younes.Lina@epa.gov]
From: Drinkard, Andrea
Sent: Wed 10/1/2014 12:49:21 PM
Subject: RE: Twitter Q & A

Ex. 5 - Deliberative

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell: **Personal cell/email**

From: Aguirre, Amanda
Sent: Wednesday, October 01, 2014 8:06 AM
To: Drinkard, Andrea; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Cc: Younes, Lina
Subject: FW: Twitter Q & A
Importance: High

Andrea - Matt reached out with some feedback from the Administrator this morning. Can you take a look at questions 6 & 7 taking in mind the feedback noted below. Thanks!

Amanda

Question 6: @GinaEPA What is @EPA doing to address air quality & climate change?

Ex. 5 - Deliberative

Question 7: @GinaEPA How can community members & health care professionals take action to improve air quality and fight climate change?

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Fritz, Matthew
Sent: Wednesday, October 1, 2014 7:01 AM
To: Aguirre, Amanda
Subject: Twitter Q & A

Good morning Amanda,

Ex. 5 - Deliberative

Thanks.

To: Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]; Davis, Alison[Davis.Alison@epa.gov]
Cc: Younes, Lina[Younes.Lina@epa.gov]
From: Aguirre, Amanda
Sent: Wed 10/1/2014 12:49:05 PM
Subject: Re: Twitter Q & A

Twitter chat is at 2:00PM today, so as soon as possible but maybe 12:00 latest so we can get a final version over to AAP and Lina to translate?

From: Drinkard, Andrea
Sent: Wednesday, October 1, 2014 8:18:48 AM
To: Aguirre, Amanda; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Cc: Younes, Lina
Subject: RE: Twitter Q & A

Looking at this now. What's our timing?

Andrea Drinkard

U.S. Environmental Protection Agency

Office of Air and Radiation

Email: drinkard.andrea@epa.gov

Phone: 202.564.1601

Cell Personal cell/email

From: Aguirre, Amanda
Sent: Wednesday, October 01, 2014 8:06 AM
To: Drinkard, Andrea; Orquina, Jessica; Carter-Jenkins, Shakeba; Allen, Laura; Davis, Alison
Cc: Younes, Lina
Subject: FW: Twitter Q & A
Importance: High

Andrea - Matt reached out with some feedback from the Administrator this morning. Can you take a look at questions 6 & 7 taking in mind the feedback noted below. Thanks!

Amanda

Question 6: @GinaEPA How can community members & health care professionals take action to improve air quality?

Ex. 5 - Deliberative

Question 7: @GinaEPA How can we prevent the health effects of air pollution? What is @EPA doing to address air quality & climate change?

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Fritz, Matthew
Sent: Wednesday, October 1, 2014 7:01 AM
To: Aguirre, Amanda
Subject: Twitter Q & A

Good morning Amanda,

Ex. 5 - Deliberative

Thanks.

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Blohowiak, Cassandra[cblohowiak@aap.org]
Cc: Orquina, Jessica[Orquina.Jessica@epa.gov]; Younes, Lina[Younes.Lina@epa.gov]; Walsh, Mary Claire[MCWalsh@aap.org]; Buendia, Maritza[MBuendia@aap.org]
From: Aguirre, Amanda
Sent: Tue 9/30/2014 3:59:27 PM
Subject: RE: Final Script
[#CleanAir4Kids Twitter Event Script_Final_Clean_9.30_AA_Spanishprep.docx](#)

Maritza and Cassandra-

Please see the final script attached, but in this version I highlighted all of the portions that EPA will be prepared to translate for the Spanish chat. As discussed, we will leave it to you to translate the AAP lines. Let us know if you have any questions, Lina who manages the @EPAEspañol account will be on to chat further about this at 2:00PM. Thanks!

Amanda

From: Carter-Jenkins, Shakeba
Sent: Tuesday, September 30, 2014 10:11 AM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda; Orquina, Jessica; Younes, Lina
Subject: Final Script

Good Morning Cassandra,

Please see the attached final script. Let us know if you have any questions and feel free to call. Speak with you and your team at 2 pm! Thanks, Shakeba

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Tuesday, September 30, 2014 9:49 AM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Dry-Run: Twitter Discussion

Hi Shakeba,

Just wanted to check in on the final script. Has it been approved yet?

Thanks,

Cassandra

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Monday, September 29, 2014 8:49 AM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: Dry-Run: Twitter Discussion

Good Morning Cassandra,

I hope you were able to enjoy the weekend and the great weather. I'm sorry for the delay in getting back to you. Your email ended up in my spam folder...

We are working on getting the final script out of clearance. I've rescheduled today's meeting for tomorrow at 11 am – as placeholder. Are you and your team available to meet tomorrow morning? My sincere apologies. Best, Shakeba

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Friday, September 26, 2014 9:23 AM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: [SPAM] RE: Event Invitation

Hi Shakeba,

Did you send around the final script yesterday afternoon? Just want to make sure I didn't miss it!

Thanks,

Cassandra

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Thursday, September 25, 2014 10:33 AM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: RE: Event Invitation

Good Morning Cassandra, Please see below responses to the twitter chat questions. We will revise the a script to make sure that it flows more like a conversation and send back to you for review. Thanks, Shakeba

Twitter chat outline:

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Wednesday, September 24, 2014 12:01 PM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Event Invitation

Absolutely! Thanks for pointing that out. Looking forward to speaking tomorrow, too.

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Wednesday, September 24, 2014 11:59 AM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: Event Invitation

Good Morning Cassandra,

Thank you for forwarding over the draft script. We are working on preparing responses to the revised q's. Can you please add @EPAEspañol to the Spanish event invitation "to join the conversation...?" We look forward to speaking with you tomorrow! Please let us know if you need anything. Shakeba

[@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los](#)

niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

Durante el mes de la salud infantil, únase a la American Academy of Pediatrics (AAP) **el miércoles, 1 de octubre a las 2 pm hora del Este** a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la directora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #CleanAir4Kids y siga [@AmerAcadPeds](#), [@GinaEPA](#) [@EPAEspanol](#) y [@AAPninossanos](#).

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- Qué: Charla en Twitter sobre la calidad del aire y la salud de los niños
- Anfitrión: American Academy of Pediatrics ([@AmerAcadPeds](#))
- Cuándo: Miércoles, 1 de octubre de 2 pm – 3 pm hora del Este
- Dónde: Twitter; #CleanAir4Kids

- See more at: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx#sthash.reBXYtGz.dpuf>

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Tuesday, September 23, 2014 4:05 PM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

Hi Shakeba,

Please find our initial draft of the script attached. As we were finalizing it, we realized that it made more sense to combine a few of the questions. Please take a look and let me know what

you think. We've started tweeting about the chat and plan to do our big email push tomorrow. Also, our webpage is now fully updated with the Spanish language invite: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Thanks!

Cassandra

From: Blohowiak, Cassandra
Sent: Monday, September 22, 2014 5:09 PM
To: 'Carter-Jenkins, Shakeba'
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

This sounds great! I would encourage you to use the #tweetiatrician hashtag, instead of the handle, as we don't tweet from that username.

Regarding partners, I was just planning to invite them to participate. This means that their logos would not be added to the invite.

Also, I've just received the Spanish translation from my team here. Please find it below. I'll add this language to our website landing page, as well.

Looking forward to chatting Thursday!

Thanks,

Cassandra

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

Durante el mes de la salud infantil, únase a la American Academy of Pediatrics (AAP) el miércoles, 1 de octubre a las 2 p.m. hora del Este a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la directora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #CleanAir4Kids y siga [@AmerAcadPeds](#) y [@GinaEPA](#).

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #CleanAir4Kids

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Monday, September 22, 2014 2:36 PM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

Hi Cassandra, Thank you for the quick turnaround and for posting the event on AAP website. In addition to the EPA Highlights Newsletter which is distributed on Thursday's to our stakeholder groups, we also plan to tweet the event announcement from the Administrator (@GinaEPA) and EPA's (@EPA) twitter accounts following @AmerAcadPeds, using #CleanAir4Kids and @tweetiatricians.

In regards to the groups you identified below as partners, will they be actively engaging in the twitter chat and able to raise their own scripted follow-up q's? Will the logos of these organizations be added to the event flyer?

I'll send you a meeting invitation for Thursday morning at 10:30 am. Please don't hesitate to contact me if you have any further questions. Thanks, Shakeba

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Monday, September 22, 2014 1:27 PM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

Hi Shakeba,

Thanks for checking in. Below, please find sample tweets and the final formatted invite that I would suggest we share with partners and other groups. We've also created a page on our website promoting the chat, so please feel free to point people to that, too. Here's the link: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>. Who do you plan to send this to? We will

plan to push this to the groups below and our #tweetiatricians:

- [redacted] American Lung Association (@LungAssociation)
- [redacted] American Public Health Association (@PublicHealth)
- [redacted] American Thoracic Society (@ATScommunity)
- [redacted] American Heart Association (@American_Heart)
- [redacted] National Association of County and City Health Officials (@NACCHOalerts)
- [redacted] Association of State and Territorial Health Officials (@ASTHO)
- [redacted] First Focus (@First_Focus)

We also plan to start tweeting about the chat this afternoon.

As a reminder, we're working to translate this invite into Spanish and will get you that language by Wednesday. I hope to have the initial draft of the script to you by tomorrow. I'll let you know if there is a delay of any sort – I don't anticipate any. I would be free Thursday morning for a dry run meeting.

Thanks!

Cassandra

Subject line: You're invited: Twitter Chat on Air Quality and Children's Health

According to the World Health Organization, more than 80% of the current health burden due to

the changing climate occurs in children younger than five years old. As climate change accelerates, children will continue to suffer disproportionately because they breathe faster and spend more time outside, and therefore have a greater opportunity for exposure to pollutants.

During Child Health Month, join the American Academy of Pediatrics (AAP) on **Wednesday, Oct. 1 at 2 pm ET** for a Twitter chat to discuss the importance of clean air and how air pollution impacts child health. AAP will be joined by Environmental Protection Agency (EPA) Administrator Gina McCarthy, who will share how the federal government is addressing air quality and how individuals can take action.

To join the conversation, use **#CleanAir4Kids** and follow [@AmerAcadPeds](#) and [@GinaEPA](#).

Please contact AAP Social Media Community Manager Cassandra Blohowiak at cblohowiak@aap.org for more information.

- **What:** Twitter chat on air quality and children's health
- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1 from 2 pm – 3 pm ET
- **Where:** Twitter; #CleanAir4Kids

Here are a few example tweets to help get the word out:

- How does air quality impact child health? Join us to discuss #CleanAir4Kids w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- Start Child Health Month by discussing #CleanAir4Kids! Join @AmerAcadPeds chat w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- On 10/1 @ 2pm ET, we'll be discussing clean air and child health w/ @AmerAcadPeds & @GinaEPA! Follow #CleanAir4Kids to join in.

We hope you can join us!

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Monday, September 22, 2014 1:11 PM
To: Blohowiak, Cassandra
Subject: Twitter Chat

Hi Cassandra,

I hope that you enjoyed your weekend.

I wanted to flag for you that I have to clear the script and have all answers to the questions prior to our chat. Will the script be included in the promotional package that you are sending over today? If not, can you please send that to me as soon as possible.

Also, would love to have a dry run meeting this Thursday. What time are you available? In the meantime, if you have any questions or need anything from me please let me know. Best,
Shakeba

Public Affairs Specialist

US Environmental Protection Agency

Office of External Affairs and Environmental Education

202.564.6385

"I've learned that you can tell a lot about a person by the way (s)he handles these three things: a rainy day, lost luggage, and tangled Christmas tree lights." Maya Angelou

#CleanAir4Kids Twitter Event Script

Wednesday, October 1, 2014, 2:00 pm – 3:00 pm ET

#CleanAir4Kids: Twitter Chat

Hosted by the American Academy of Pediatrics (@AmerAcadPeds)

Call-in Information (Time): 1:45 PM

Dial-in Number

Participant Code

Conference code

RSVP: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Twitter: @AmerAcadPeds & @GinaEPA

Twitter (Spanish): @AAPninossanos y @EPAEspanol

Hashtag: #CleanAir4Kids

Hashtag (Spanish): #AireLimpio

Promotion:

@AmerAcadPeds Twitter Chat: Air Quality and Children's Health

According to the World Health Organization, more than 80% of the current health burden due to the changing climate occurs in children younger than five years old.

As climate change accelerates, children will continue to suffer disproportionately because they breathe faster and spend more time outside, and therefore have a greater opportunity for exposure to pollutants.

During Child Health Month, join the American Academy of Pediatrics (AAP) on **Wednesday, Oct. 1 at 2 pm ET** for a Twitter chat to discuss the importance of clean air and how air pollution impacts child health. AAP will be joined by Environmental Protection Agency (EPA) Administrator Gina McCarthy, who will share how the federal government is addressing air quality and how individuals can take action.

To join the conversation, use **#CleanAir4Kids** and follow [@AmerAcadPeds](#) and [@GinaEPA](#).

Please contact AAP Social Media Community Manager Cassandra Blohowiak at cblohowiak@aap.org for more information.

- **What:** Twitter chat on air quality and children's health
- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1 from 2 pm – 3 pm ET
- **Where:** Twitter; #CleanAir4Kids

AAP Promo Tweets:

- How does air quality impact child health? Join us to discuss #CleanAir4Kids w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- Join us! @AmerAcadPeds #CleanAir4Kids chat w/ @GinaEPA Wed, Oct. 1 @ 2pm ET <http://ow.ly/BLZBz> #putkids1st
- Join the conversation! #CleanAir4Kids Twitter chat w/ @GinaEPA, @AmerAcadPeds on Oct 1 @ 2pm ET <http://ow.ly/BLZBz>
- Start Child Health Month by discussing #CleanAir4Kids! Join @AmerAcadPeds chat w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- Join the @AmerAcadPeds #CleanAir4Kids chat @ 2pm ET on 10/1 w/ @GinaEPA. Learn more: <http://ow.ly/BLZBz>
- Chat about the importance of clean air & how air pollution impacts child health w/ @AmerAcadPeds & @GinaEPA on 10/1 @ 2pm ET #CleanAir4Kids
- On 10/1 @ 2pm ET, we'll be discussing clean air and child health w/ @GinaEPA! Follow #CleanAir4Kids to join in.
- **9/30 tweet:** Discuss the importance of clean air & how air pollution impacts child health w/ @EPA admin @GinaEPA tomorrow @ 2pm ET #CleanAir4Kids
- **9/30 tweet:** #Tweetiatricians: Join our #CleanAir4Kids chat w/ @GinaEPA tomorrow 10/1 @ 2pm ET. More info: <http://ow.ly/BLZBz>
- **10/1 tweet @ 1:30pm ET:** In 30 minutes, we'll discuss clean air w/ @GinaEPA! Follow #CleanAir4Kids to join in.
-

EPA Promo Tweets through Sept. 30:

- How does air quality affect kids' health? Join a chat on #CleanAir4Kids w/ @GinaEPA & @AAPAcadPeds on 10/1 at 2pm ET. <http://ow.ly/BLZBz>
- October is Children's Health Month! Join the #CleanAir4Kids chat with @GinaEPA & @AmerAcadPeds on 10/1 at 2pm ET. <http://ow.ly/BLZBz>
- Clean air is important for our kids. @AmerAcadPeds & @GinaEPA will discuss why on 10/1 at 2pm ET. Follow #CleanAir4Kids to join in.
- **10/1 am tweet:** It's Children's Health Month! Join the #CleanAir4Kids chat with @GinaEPA & @AmerAcadPeds today at 2pm ET. <http://ow.ly/BLZBz>

Twitter chat outline:

Script Questions: The American Academy of Pediatrics (@AmerAcadPeds) will ask a total of 7 questions during the chat.

Questions for @GinaEPA:

Q1: What are sources and types of air pollution?

Q2: How does air quality impact kids?

Q3: Why are children disproportionally affected by air pollution?

Q4: Which other vulnerable populations might be affected by poor air quality? How?

Q5: How does climate change affect air quality?

Q6: How can we prevent the health effects of air pollution? What is @EPA doing to address air quality & climate change?

Q7: How can community members & health care professionals take action to improve air quality?

Twitter chat script:

1. All tweets must include the #CleanAir4Kids hashtag
2. Question tweets should lead with "Q1:", "Q2:" etc.
3. Answer tweets should lead with "A1:", "A2:" etc.

1:55pm ET

@AmerAcadPeds: 5 min until the @AmerAcadPeds #CleanAir4Kids chat w/ @EPA Admin

@GinaEPA <http://ow.ly/BLZBz> RT if you'll be joining us!

2:00pm ET

@AmerAcadPeds: It's time! We're about to begin the #CleanAir4Kids chat w/ @EPA Admin

@GinaEPA

@AmerAcadPeds: Thrilled to be chatting today w/ @EPA Administrator & child health advocate

@GinaEPA! #CleanAir4Kids

@GinaEPA: Thanks for having me, I am happy to be here! #CleanAir4Kids

@AmerAcadPeds: To follow the chat in Spanish follow @AAPninossanos & @EPAEspanol using hashtag #AireLimpio #CleanAir4Kids

@AmerAcadPeds: Thank you to [@handles] for joining us today for #CleanAir4Kids chat!

@AmerAcadPeds: To kick off Child Health Month, over the next hour, we'll be discussing how air quality can affect child health #CleanAir4Kids

@AmerAcadPeds: Remember to add #CleanAir4Kids to your tweets & use corresponding question & answer numbers (A1, A2, A3, etc.)

2:05pm ET

@AmerAcadPeds: Let's get started! Q1: What are sources and types of air pollution?

@GinaEPA: A1: Carbon pollution fuels climate change, and power plants are our nation's largest source. #CleanAir4Kids

@GinaEPA: A1: Climate can also affect air quality because extreme heat can worsen ozone levels #CleanAir4Kids

@GinaEPA: A1: Learn more, check out 6 common air pollutants <http://1.usa.gov/ZkCdyZ> #CleanAir4Kids

@AmerAcadPeds: A1: Air pollution can be caused by human activities like burning fossil fuels & mobile sources like cars, trucks & buses #CleanAir4Kids

@AmerAcadPeds: A1: Air pollution also can be caused by natural sources such as wildfires
#CleanAir4Kids

@AmerAcadPeds: A1: Power plants generate ~ 1/3 of all US greenhouse gas pollution, a leading contributor of climate change #CleanAir4Kids

2:13pm ET

@AmerAcadPeds: Q2: How does air quality impact kids? #CleanAir4Kids

@GinaEPA: A2: Climate change is supercharging health risks especially for our children.
#CleanAir4Kids

@GinaEPA: A2: Bad air days made worse by extreme heat events can trigger asthma attacks
#CleanAir4Kids

@GinaEPA: A2: Carbon pollution also comes bundled with other harmful pollutants that cause respiratory problems like #asthma #CleanAir4Kids

@GinaEPA: A2: For more info on outdoor air pollution and #asthma, see @EPA outdoor asthma site: <http://tinyurl.com/kkat6dw> #CleanAir4Kids

@AmerAcadPeds: A2: Air pollution can increase symptoms like coughing and wheezing & increase school absenteeism due to respiratory illness #CleanAir4Kids

@AmerAcadPeds: A2: Air pollution can exacerbate asthma in children & adversely affect lung growth & function #CleanAir4Kids

@AmerAcadPeds: A2: Air pollution also has been linked to low birth weight, preterm birth & infant mortality <http://ow.ly/BEaZG> #CleanAir4Kids

@AmerAcadPeds: A2: High exposure to air pollution may make kids more vulnerable to lung diseases in adulthood <http://ow.ly/BEfpN> #CleanAir4Kids

@AmerAcadPeds: Just joining us? We're having a Children's Health twitter chat with @GinaEPA and @AmerAcadPeds! #CleanAir4Kids

2:21pm ET

@AmerAcadPeds: Q3: Why are children disproportionately affected by air pollution?
#CleanAir4Kids

@GinaEPA: A3: Children are more vulnerable to pollutants than adults because of physiology & their activities & play patterns #CleanAir4Kids

@GinaEPA: A3: Children's health has been a driving force for commonsense environmental protection. #CleanAir4Kids

@GinaEPA: Visit (LINK- Children and Climate Change factsheet) learn more about the impacts of climate change on Children #CleanAir4Kids

@AmerAcadPeds: A3: Children are considered to be especially vulnerable to air pollution for several reasons #CleanAir4Kids

@AmerAcadPeds: A3: A given dose of a pollutant has a greater impact on kids because of their smaller size and growing bodies & minds #CleanAir4Kids

@AmerAcadPeds: A3: Children spend more time outside & have a greater opportunity for exposure to pollutants #CleanAir4Kids

@AmerAcadPeds: A3: Children breathe more rapidly & inhale more pollution per pound of body weight than adults #CleanAir4Kids

@AmerAcadPeds: A3: Children's airway passages are narrower, so air pollution-induced inflammation may cause greater airway obstruction #CleanAir4Kids

2:29pm ET

@AmerAcadPeds: Q4: Which other vulnerable populations might be affected by poor air quality? How?#CleanAir4Kids

@GinaEPA: A4: The elderly, low income, and communities of color are among the hardest hit #CleanAir4Kids #EnvironmentalJustice

@GinaEPA: A4: Climate change could affect human health, infrastructure, transportation systems, & energy, food, & water supplies. #CleanAir4Kids

@GinaEPA: A4: At EPA, our mission to protect public health compels us to protect those

vulnerable to environmental hazards #CleanAir4Kids

@AmerAcadPeds: A4: The elderly & those w/ cardiopulmonary disease are also susceptible to adverse health effects from poor air quality #CleanAir4Kids

2:36pm ET

@AmerAcadPeds: Q5: How does climate affect air quality impact climate? #CleanAir4Kids

@GinaEPA: A5: Scientists project that warmer temperatures from climate change will increase the frequency of days with unhealthy air #CleanAir4Kids

@GinaEPA: A5: This means more days with unhealthy levels of ground-level ozone, a harmful air pollutant, and a component in smog #CleanAir4Kids

@AmerAcadPeds: A5: According to @WHO >80% of the current health burden due to changing climate occurs in children younger than 5 years old #CleanAir4Kids

@AmerAcadPeds: A5: Health impacts of climate change: effects of weather disasters, food & water insecurity, increased heat-related deaths #CleanAir4Kids

@AmerAcadPeds: A5: Other health effects of climate change: increases in climate sensitive infections and in allergic & asthmatic diseases #CleanAir4Kids

@AmerAcadPeds: A5: Read our policy statement on climate change to learn more <http://ow.ly/BEiSE> #CleanAir4Kids

@AmerAcadPeds: Just joining us? We're having a Children's Health twitter chat with @GinaEPA and @AmerAcadPeds! #CleanAir4Kids

2:44pm ET

@AmerAcadPeds: Q6: How can we prevent the health effects of air pollution? What is @EPA doing to address air quality & climate change? #CleanAir4Kids

@GinaEPA: A6: This past year brought tons of progress, including our proposed Clean Power Plan #CleanAir4Kids

@GinaEPA: A6: We've received more than 750,000 comments from health groups, industry groups, faith groups, parents and more #CleanAir4Kids

@GinaEPA: A6: We want every good idea we can get, so we extended the public comment period through December 1st #CleanAir4Kids

@GinaEPA: A6: #ActOnClimate! Visit <http://1.usa.gov/1hT77AX> to learn more and comment on the proposed Clean Power Plan #CleanAir4Kids

@AmerAcadPeds: A6: New @EPA carbon standards are a needed step to help make our air safer & cleaner for children #CleanAir4Kids

@AmerAcadPeds: A6: Limiting carbon emissions = #CleanAir4Kids. AAP commends @EPA action to address air pollution & climate change <http://ow.ly/BEBDo>

@AmerAcadPeds: A6: Parents, limit the amount of time your child spends outdoors during periods of poor air quality <http://ow.ly/BEB0I> #CleanAir4Kids

@AmerAcadPeds: A6: Check @AIRNow to find air quality information for your community <http://airnow.gov/> #CleanAir4Kids

@AmerAcadPeds: Just joining us? We're having a Children's Health twitter chat with @GinaEPA and @AmerAcadPeds! #CleanAir4Kids

2:52pm ET

@AmerAcadPeds: Q7: How can community members & health care professionals take action to improve air quality? #CleanAir4Kids

@GinaEPA: A7: I encourage you to educate yourself and others so you can #ActOnClimate! #CleanAir4Kids

@GinaEPA: A7: Our decisions today will shape the world our children and grandchildren will live in #CleanAir4Kids

@GinaEPA: A7: You can take steps every day to reduce the risks associated with climate change Learn how: <http://1.usa.gov/1c9uKXI> #CleanAir4Kids

@GinaEPA: A7: Many of these steps can save you money; some, like walking or biking to work can even improve your health! #CleanAir4Kids

@AmerAcadPeds: A7: We must ensure that our children can breathe clean air to protect & promote lifelong health #CleanAir4Kids

@AmerAcadPeds: A7: Submit comments on @EPA's plan to reduce carbon emissions by Dec. 1. Visit: <http://ow.ly/BECgG> #CleanAir4Kids

@AmerAcadPeds: A7: Pediatricians can educate parents, local & national representatives about the harmful health effects of air pollution #CleanAir4Kids

@AmerAcadPeds: A7: Pediatricians also can play a key role in advocating for prevention policies at the federal, state & local levels #CleanAir4Kids

@AmerAcadPeds: Pediatrician Dr. Ahdoot in @thehill: Through @EPA rule, children will breathe cleaner air <http://ow.ly/BEjaO> #CleanAir4Kids

@AmerAcadPeds: A7: #Tweetiatricians, help mitigate the effects of climate change & poor air quality. 5 things you can do <http://ow.ly/BEI6M> #CleanAir4Kids

2:57pm ET

AmerAcadPeds: Q8: What's the best way to get information about air quality and its impact on child health? #CleanAir4Kids

@GinaEPA: A8: You can learn more about children's environmental health @ <http://1.usa.gov/YCyX0Z> #CleanAir4Kids

@GinaEPA: A5: You can also check your air quality before going outside! Visit: Airnow.gov #CleanAir4Kids

@GinaEPA: A8: You can also check out <http://1.usa.gov/1k5KCd8> to learn more about combating climate change #CleanAir4Kids

2:58 pm ET [closing remarks and wrap-up]

@AmerAcadPeds: We have about 3 more minutes left in our discussion. Please feel free to give some final thoughts #CleanAir4Kids

@AmerAcadPeds: A special thanks to @EPA Administrator @GinaEPA for joining us today! #CleanAir4Kids

@GinaEPA: Thank you for the opportunity to talk about children's health and #CleanAir4Kids!

@AmerAcadPeds: If you haven't already check out @GinaEPA article in @AAPNews <http://bit.ly/YCzC2u> #CleanAir4Kids

@AmerAcadPeds: Thank you to @[\[handles of groups\]](#) for also joining in #CleanAir4Kids

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
Cc: Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Blohowiak, Cassandra
Sent: Tue 9/30/2014 1:48:57 PM
Subject: RE: Dry-Run: Twitter Discussion

Hi Shakeba,

Just wanted to check in on the final script. Has it been approved yet?

Thanks,

Cassandra

From: Carter-Jenkins, Shakeba [mailto:Carter-Jenkins.Shakeba@epa.gov]
Sent: Monday, September 29, 2014 8:49 AM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: Dry-Run: Twitter Discussion

Good Morning Cassandra,

I hope you were able to enjoy the weekend and the great weather. I'm sorry for the delay in getting back to you. Your email ended up in my spam folder...

We are working on getting the final script out of clearance. I've rescheduled today's meeting for tomorrow at 11 am – as placeholder. Are you and your team available to meet tomorrow morning? My sincere apologies. Best, Shakeba

From: Blohowiak, Cassandra [mailto:cblohowiak@aap.org]

Sent: Friday, September 26, 2014 9:23 AM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: [SPAM] RE: Event Invitation

Hi Shakeba,

Did you send around the final script yesterday afternoon? Just want to make sure I didn't miss it!

Thanks,

Cassandra

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Thursday, September 25, 2014 10:33 AM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: RE: Event Invitation

Good Morning Cassandra, Please see below responses to the twitter chat questions. We will revise the a script to make sure that it flows more like a conversation and send back to you for review. Thanks, Shakeba

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Wednesday, September 24, 2014 12:01 PM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Event Invitation

Absolutely! Thanks for pointing that out. Looking forward to speaking tomorrow, too.

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Wednesday, September 24, 2014 11:59 AM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: Event Invitation

Good Morning Cassandra,

Thank you for forwarding over the draft script. We are working on preparing responses to the revised q's. Can you please add @EPAEspañol to the Spanish event invitation "to join the conversation...?" We look forward to speaking with you tomorrow! Please let us know if you need anything. Shakeba

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

Durante el mes de la salud infantil, únase a la American Academy of Pediatrics (AAP) **el miércoles, 1 de octubre a las 2 pm hora del Este** a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la directora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #CleanAir4Kids y siga [@AmerAcadPeds](#), [@GinaEPA](#), [@EPAEspañol](#) y [@AAPninossanos](#).

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- Qué: Charla en Twitter sobre la calidad del aire y la salud de los niños
- Anfitrión: American Academy of Pediatrics ([@AmerAcadPeds](#))
- Cuándo: Miércoles, 1 de octubre de 2 pm – 3 pm hora del Este
- Dónde: Twitter; #CleanAir4Kids

- See more at: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx#sthash.reBXYtGz.dpuf>

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Tuesday, September 23, 2014 4:05 PM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

Hi Shakeba,

Please find our initial draft of the script attached. As we were finalizing it, we realized that it made more sense to combine a few of the questions. Please take a look and let me know what you think. We've started tweeting about the chat and plan to do our big email push tomorrow. Also, our webpage is now fully updated with the Spanish language invite: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Thanks!

Cassandra

From: Blohowiak, Cassandra
Sent: Monday, September 22, 2014 5:09 PM
To: 'Carter-Jenkins, Shakeba'
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

This sounds great! I would encourage you to use the #tweetiatrician hashtag, instead of the handle, as we don't tweet from that username.

Regarding partners, I was just planning to invite them to participate. This means that their logos would not be added to the invite.

Also, I've just received the Spanish translation from my team here. Please find it below. I'll add this language to our website landing page, as well.

Looking forward to chatting Thursday!

Thanks,

Cassandra

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

Durante el mes de la salud infantil, únase a la American Academy of Pediatrics (AAP) el miércoles, 1 de octubre a las 2 p.m. hora del Este a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la directora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #CleanAir4Kids y siga [@AmerAcadPeds](#) y [@GinaEPA](#).

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics ([@AmerAcadPeds](#))

- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #CleanAir4Kids

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Monday, September 22, 2014 2:36 PM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

Hi Cassandra, Thank you for the quick turnaround and for posting the event on AAP website. In addition to the EPA Highlights Newsletter which is distributed on Thursday's to our stakeholder groups, we also plan to tweet the event announcement from the Administrator (@GinaEPA) and EPA's (@EPA) twitter accounts following @AmerAcadPeds, using #CleanAir4Kids and @tweetiatricians.

In regards to the groups you identified below as partners, will they be actively engaging in the twitter chat and able to raise their own scripted follow-up q's? Will the logos of these organizations be added to the event flyer?

I'll send you a meeting invitation for Thursday morning at 10:30 am. Please don't hesitate to contact me if you have any further questions. Thanks, Shakeba

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Monday, September 22, 2014 1:27 PM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

Hi Shakeba,

Thanks for checking in. Below, please find sample tweets and the final formatted invite that I would suggest we share with partners and other groups. We've also created a page on our website promoting the chat, so please feel free to point people to that, too. Here's the link: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>. Who do you plan to send this to? We will plan to push this to the groups below and our #tweetiatricians:

- [redacted] American Lung Association (@LungAssociation)
- [redacted] American Public Health Association (@PublicHealth)
- [redacted] American Thoracic Society (@ATScommunity)
- [redacted] American Heart Association (@American_Heart)
- [redacted] National Association of County and City Health Officials (@NACCHOalerts)
- [redacted] Association of State and Territorial Health Officials (@ASTHO)
- [redacted] First Focus (@First_Focus)

We also plan to start tweeting about the chat this afternoon.

As a reminder, we're working to translate this invite into Spanish and will get you that language by Wednesday. I hope to have the initial draft of the script to you by tomorrow. I'll let you know if there is a delay of any sort – I don't anticipate any. I would be free Thursday morning for a dry run meeting.

Thanks!

Cassandra

Subject line: You're invited: Twitter Chat on Air Quality and Children's Health

According to the World Health Organization, more than 80% of the current health burden due to the changing climate occurs in children younger than five years old. As climate change accelerates, children will continue to suffer disproportionately because they breathe faster and spend more time outside, and therefore have a greater opportunity for exposure to pollutants.

During Child Health Month, join the American Academy of Pediatrics (AAP) on **Wednesday, Oct. 1 at 2 pm ET** for a Twitter chat to discuss the importance of clean air and how air pollution impacts child health. AAP will be joined by Environmental Protection Agency (EPA) Administrator Gina McCarthy, who will share how the federal government is addressing air quality and how individuals can take action.

To join the conversation, use **#CleanAir4Kids** and follow [@AmerAcadPeds](#) and [@GinaEPA](#).

Please contact AAP Social Media Community Manager Cassandra Blohowiak at cblohowiak@aap.org for more information.

- **What:** Twitter chat on air quality and children's health
- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1 from 2 pm – 3 pm ET
- **Where:** Twitter; #CleanAir4Kids

Here are a few example tweets to help get the word out:

- How does air quality impact child health? Join us to discuss #CleanAir4Kids w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- Start Child Health Month by discussing #CleanAir4Kids! Join @AmerAcadPeds chat w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>

- On 10/1 @ 2pm ET, we'll be discussing clean air and child health w/ @AmerAcadPeds & @GinaEPA! Follow #CleanAir4Kids to join in.

We hope you can join us!

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Monday, September 22, 2014 1:11 PM
To: Blohowiak, Cassandra
Subject: Twitter Chat

Hi Cassandra,

I hope that you enjoyed your weekend.

I wanted to flag for you that I have to clear the script and have all answers to the questions prior to our chat. Will the script be included in the promotional package that you are sending over today? If not, can you please send that to me as soon as possible.

Also, would love to have a dry run meeting this Thursday. What time are you available? In the meantime, if you have any questions or need anything from me please let me know. Best,
Shakeba

Public Affairs Specialist

US Environmental Protection Agency

Office of External Affairs and Environmental Education

202.564.6385

"I've learned that you can tell a lot about a person by the way (s)he handles these three things: a rainy day, lost luggage, and tangled Christmas tree lights." Maya Angelou

#CleanAir4Kids Twitter Event Script

Wednesday, October 1, 2014, 2:00 pm – 3:00 pm ET

#CleanAir4Kids: Twitter Chat

Hosted by the American Academy of Pediatrics (@AmerAcadPeds)

Call-in Information (Time): 1:45 PM

Conference code

RSVP: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Twitter: @AmerAcadPeds & @GinaEPA

Twitter (Spanish): @AAPninossanos y @EPAEspanol

Hashtag: #CleanAir4Kids

Hashtag (Spanish): #AireLimpio

Promotion:

@AmerAcadPeds Twitter Chat: Air Quality and Children's Health

According to the World Health Organization, more than 80% of the current health burden due to the changing climate occurs in children younger than five years old.

As climate change accelerates, children will continue to suffer disproportionately because they breathe faster and spend more time outside, and therefore have a greater opportunity for exposure to pollutants.

During Child Health Month, join the American Academy of Pediatrics (AAP) on **Wednesday, Oct. 1 at 2 pm ET** for a Twitter chat to discuss the importance of clean air and how air pollution impacts child health. AAP will be joined by Environmental Protection Agency (EPA) Administrator Gina McCarthy, who will share how the federal government is addressing air quality and how individuals can take action.

To join the conversation, use **#CleanAir4Kids** and follow [@AmerAcadPeds](#) and [@GinaEPA](#).

Please contact AAP Social Media Community Manager Cassandra Blohowiak at cblohowiak@aap.org for more information.

- **What:** Twitter chat on air quality and children's health
- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1 from 2 pm – 3 pm ET
- **Where:** Twitter; #CleanAir4Kids

Non-responsive

Twitter chat outline:

Script Questions: The American Academy of Pediatrics (@AmerAcadPeds) will ask a total of 7 questions during the chat.

Questions for @GinaEPA:

Q1: What are sources and types of air pollution?

Q2: How does air quality impact kids?

Q3: Why are children disproportionately affected by air pollution?

Q4: Which other vulnerable populations might be affected by poor air quality? How?

Q5: How does climate change affect air quality?

Q6: How can we prevent the health effects of air pollution? What is @EPA doing to address air quality & climate change?

Q7: How can community members & health care professionals take action to improve air quality?

Twitter chat script:

1. All tweets must include the #CleanAir4Kids hashtag
2. Question tweets should lead with "Q1:", "Q2:" etc.
3. Answer tweets should lead with "A1:", "A2:" etc.

1:55pm ET

Non-responsive

2:00pm ET

Non-responsive

2:05pm ET

Non-responsive

Non-responsive

2:13pm ET

Non-responsive

2:21pm ET

Non-responsive

2:29pm ET

Non-responsive

Non-responsive

2:36pm ET

Non-responsive

2:44pm ET

@AmerAcadPeds: Q6: How can we prevent the health effects of air pollution? What is @EPA doing to address air quality & climate change? #CleanAir4Kids

@GinaEPA: A6: This past year brought tons of progress, including our proposed Clean Power Plan #CleanAir4Kids

@GinaEPA: A6: We've received more than 750,000 comments from health groups, industry groups, faith groups, parents and more #CleanAir4Kids

@GinaEPA: A6: We want every good idea we can get, so we extended the public comment period through December 1st #CleanAir4Kids

@GinaEPA: A6: #ActOnClimate! Visit <http://1.usa.gov/1hT77AX> to learn more and comment on the proposed Clean Power Plan #CleanAir4Kids

@AmerAcadPeds: A6: New @EPA carbon standards are a needed step to help make our air safer & cleaner for children #CleanAir4Kids

@AmerAcadPeds: A6: Limiting carbon emissions = #CleanAir4Kids. AAP commends @EPA action to address air pollution & climate change <http://ow.ly/BEBDo>

@AmerAcadPeds: A6: Parents, limit the amount of time your child spends outdoors during periods of poor air quality <http://ow.ly/BEB0I> #CleanAir4Kids

@AmerAcadPeds: A6: Check @AIRNow to find air quality information for your community <http://airnow.gov/> #CleanAir4Kids

@AmerAcadPeds: Just joining us? We're having a Children's Health twitter chat with @GinaEPA and @AmerAcadPeds! #CleanAir4Kids

2:52pm ET

@AmerAcadPeds: Q7: How can community members & health care professionals take action to improve air quality? #CleanAir4Kids

Non-responsive

@AmerAcadPeds: A7: Submit comments on @EPA's plan to reduce carbon emissions by Dec. 1. Visit: <http://ow.ly/BECgG> #CleanAir4Kids

Non-responsive

2:57pm ET

Non-responsive

2:58 pm ET [closing remarks and wrap-up]

@AmerAcadPeds: We have about 3 more minutes left in our discussion. Please feel free to give some final thoughts #CleanAir4Kids

@AmerAcadPeds: A special thanks to @EPA Administrator @GinaEPA for joining us today!
#CleanAir4Kids

@GinaEPA: Thank you for the opportunity to talk about children's health and #CleanAir4Kids!

@AmerAcadPeds: If you haven't already check out @GinaEPA article in @AAPNews
<http://bit.ly/YCzC2u> #CleanAir4Kids

@AmerAcadPeds: Thank you to @[handles of groups] for also joining in #CleanAir4Kids

#CleanAir4Kids Twitter Event Script

Wednesday, October 1, 2014, 2:00 pm – 3:00 pm ET

#CleanAir4Kids: Twitter Chat

Hosted by the American Academy of Pediatrics (@AmerAcadPeds)

Call-in Information (Time): 1:45 PM

Dial-in Number

Participant Cod

Conference code

RSVP: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Twitter: @AmerAcadPeds & @GinaEPA

Twitter (Spanish): @AAPninossanos y @EPAEspanol

Hashtag: #CleanAir4Kids

Hashtag (Spanish): #AireLimpio

Promotion:

@AmerAcadPeds Twitter Chat: Air Quality and Children's Health

According to the World Health Organization, more than 80% of the current health burden due to the changing climate occurs in children younger than five years old.

As climate change accelerates, children will continue to suffer disproportionately because they breathe faster and spend more time outside, and therefore have a greater opportunity for exposure to pollutants.

During Child Health Month, join the American Academy of Pediatrics (AAP) on **Wednesday, Oct. 1 at 2 pm ET** for a Twitter chat to discuss the importance of clean air and how air pollution impacts child health. AAP will be joined by Environmental Protection Agency (EPA) Administrator Gina McCarthy, who will share how the federal government is addressing air quality and how individuals can take action.

To join the conversation, use **#CleanAir4Kids** and follow [@AmerAcadPeds](#) and [@GinaEPA](#).

Please contact AAP Social Media Community Manager Cassandra Blohowiak at cblohowiak@aap.org for more information.

- **What:** Twitter chat on air quality and children's health
- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1 from 2 pm – 3 pm ET
- **Where:** Twitter; #CleanAir4Kids

AAP Promo Tweets:

- How does air quality impact child health? Join us to discuss #CleanAir4Kids w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- Join us! @AmerAcadPeds #CleanAir4Kids chat w/ @GinaEPA Wed, Oct. 1 @ 2pm ET <http://ow.ly/BLZBz> #putkids1st
- Join the conversation! #CleanAir4Kids Twitter chat w/ @GinaEPA, @AmerAcadPeds on Oct 1 @ 2pm ET <http://ow.ly/BLZBz>
- Start Child Health Month by discussing #CleanAir4Kids! Join @AmerAcadPeds chat w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- Join the @AmerAcadPeds #CleanAir4Kids chat @ 2pm ET on 10/1 w/ @GinaEPA. Learn more: <http://ow.ly/BLZBz>
- Chat about the importance of clean air & how air pollution impacts child health w/ @AmerAcadPeds & @GinaEPA on 10/1 @ 2pm ET #CleanAir4Kids
- On 10/1 @ 2pm ET, we'll be discussing clean air and child health w/ @GinaEPA! Follow #CleanAir4Kids to join in.
- **9/30 tweet:** Discuss the importance of clean air & how air pollution impacts child health w/ @EPA admin @GinaEPA tomorrow @ 2pm ET #CleanAir4Kids
- **9/30 tweet:** #Tweetiatricians: Join our #CleanAir4Kids chat w/ @GinaEPA tomorrow 10/1 @ 2pm ET. More info: <http://ow.ly/BLZBz>
- **10/1 tweet @ 1:30pm ET:** In 30 minutes, we'll discuss clean air w/ @GinaEPA! Follow #CleanAir4Kids to join in.
-

EPA Promo Tweets through Sept. 30:

- How does air quality affect kids' health? Join a chat on #CleanAir4Kids w/ @GinaEPA & @AAPAcadPeds on 10/1 at 2pm ET. <http://ow.ly/BLZBz>
- October is Children's Health Month! Join the #CleanAir4Kids chat with @GinaEPA & @AmerAcadPeds on 10/1 at 2pm ET. <http://ow.ly/BLZBz>
- Clean air is important for our kids. @AmerAcadPeds & @GinaEPA will discuss why on 10/1 at 2pm ET. Follow #CleanAir4Kids to join in.
- **10/1 am tweet:** It's Children's Health Month! Join the #CleanAir4Kids chat with @GinaEPA & @AmerAcadPeds today at 2pm ET. <http://ow.ly/BLZBz>

Twitter chat outline:

Script Questions: The American Academy of Pediatrics (@AmerAcadPeds) will ask a total of 7 questions during the chat.

Questions for @GinaEPA:

Q1: What are sources and types of air pollution?

Q2: How does air quality impact kids?

Q3: Why are children disproportionately affected by air pollution?

Q4: Which other vulnerable populations might be affected by poor air quality? How?

Q5: How does climate change affect air quality?

Q6: How can we prevent the health effects of air pollution? What is @EPA doing to address air quality & climate change?

Q7: How can community members & health care professionals take action to improve air quality?

Twitter chat script:

1. All tweets must include the #CleanAir4Kids hashtag
2. Question tweets should lead with "Q1:", "Q2:" etc.
3. Answer tweets should lead with "A1:", "A2:" etc.

1:55pm ET

@AmerAcadPeds: 5 min until the @AmerAcadPeds #CleanAir4Kids chat w/ @EPA Admin

@GinaEPA <http://ow.ly/BLZBz> RT if you'll be joining us!

2:00pm ET

@AmerAcadPeds: It's time! We're about to begin the #CleanAir4Kids chat w/ @EPA Admin

@GinaEPA

@AmerAcadPeds: Thrilled to be chatting today w/ @EPA Administrator & child health advocate

@GinaEPA! #CleanAir4Kids

@GinaEPA: Thanks for having me, I am happy to be here! #CleanAir4Kids

@AmerAcadPeds: To follow the chat in Spanish follow @AAPninossanos & @EPAEspanol using hashtag #AireLimpio #CleanAir4Kids

@AmerAcadPeds: Thank you to [@handles] for joining us today for #CleanAir4Kids chat!

@AmerAcadPeds: To kick off Child Health Month, over the next hour, we'll be discussing how air quality can affect child health #CleanAir4Kids

@AmerAcadPeds: Remember to add #CleanAir4Kids to your tweets & use corresponding question & answer numbers (A1, A2, A3, etc.)

2:05pm ET

@AmerAcadPeds: Let's get started! Q1: What are sources and types of air pollution?

@GinaEPA: A1: Carbon pollution fuels climate change, and power plants are our nation's largest source. #CleanAir4Kids

@GinaEPA: A1: Climate can also affect air quality because extreme heat can worsen ozone levels #CleanAir4Kids

@GinaEPA: A1: Learn more, check out 6 common air pollutants <http://1.usa.gov/ZkCdyZ> #CleanAir4Kids

@AmerAcadPeds: A1: Air pollution can be caused by human activities like burning fossil fuels & mobile sources like cars, trucks & buses #CleanAir4Kids

@AmerAcadPeds: A1: Air pollution also can be caused by natural sources such as wildfires
#CleanAir4Kids

@AmerAcadPeds: A1: Power plants generate ~ 1/3 of all US greenhouse gas pollution, a leading contributor of climate change #CleanAir4Kids

2:13pm ET

@AmerAcadPeds: Q2: How does air quality impact kids? #CleanAir4Kids

@GinaEPA: A2: Climate change is supercharging health risks especially for our children.
#CleanAir4Kids

@GinaEPA: A2: Bad air days made worse by extreme heat events can trigger asthma attacks
#CleanAir4Kids

@GinaEPA: A2: Carbon pollution also comes bundled with other harmful pollutants that cause respiratory problems like #asthma #CleanAir4Kids

@GinaEPA: A2: For more info on outdoor air pollution and #asthma, see @EPA outdoor asthma site: <http://tinyurl.com/kkat6dw> #CleanAir4Kids

@AmerAcadPeds: A2: Air pollution can increase symptoms like coughing and wheezing & increase school absenteeism due to respiratory illness #CleanAir4Kids

@AmerAcadPeds: A2: Air pollution can exacerbate asthma in children & adversely affect lung growth & function #CleanAir4Kids

@AmerAcadPeds: A2: Air pollution also has been linked to low birth weight, preterm birth & infant mortality <http://ow.ly/BEaZG> #CleanAir4Kids

@AmerAcadPeds: A2: High exposure to air pollution may make kids more vulnerable to lung diseases in adulthood <http://ow.ly/BEfpN> #CleanAir4Kids

@AmerAcadPeds: Just joining us? We're having a Children's Health twitter chat with @GinaEPA and @AmerAcadPeds! #CleanAir4Kids

2:21pm ET

@AmerAcadPeds: Q3: Why are children disproportionately affected by air pollution?
#CleanAir4Kids

@GinaEPA: A3: Children are more vulnerable to pollutants than adults because of physiology & their activities & play patterns #CleanAir4Kids

@GinaEPA: A3: Children's health has been a driving force for commonsense environmental protection. #CleanAir4Kids

@GinaEPA: Visit (LINK- Children and Climate Change factsheet) learn more about the impacts of climate change on Children #CleanAir4Kids

@AmerAcadPeds: A3: Children are considered to be especially vulnerable to air pollution for several reasons #CleanAir4Kids

@AmerAcadPeds: A3: A given dose of a pollutant has a greater impact on kids because of their smaller size and growing bodies & minds #CleanAir4Kids

@AmerAcadPeds: A3: Children spend more time outside & have a greater opportunity for exposure to pollutants #CleanAir4Kids

@AmerAcadPeds: A3: Children breathe more rapidly & inhale more pollution per pound of body weight than adults #CleanAir4Kids

@AmerAcadPeds: A3: Children's airway passages are narrower, so air pollution-induced inflammation may cause greater airway obstruction #CleanAir4Kids

2:29pm ET

@AmerAcadPeds: Q4: Which other vulnerable populations might be affected by poor air quality? How?#CleanAir4Kids

@GinaEPA: A4: The elderly, low income, and communities of color are among the hardest hit #CleanAir4Kids #EnvironmentalJustice

@GinaEPA: A4: Climate change could affect human health, infrastructure, transportation systems, & energy, food, & water supplies. #CleanAir4Kids

@GinaEPA: A4: At EPA, our mission to protect public health compels us to protect those

vulnerable to environmental hazards #CleanAir4Kids

@AmerAcadPeds: A4: The elderly & those w/ cardiopulmonary disease are also susceptible to adverse health effects from poor air quality #CleanAir4Kids

2:36pm ET

@AmerAcadPeds: Q5: How does climate affect air quality impact climate? #CleanAir4Kids

@GinaEPA: A5: Scientists project that warmer temperatures from climate change will increase the frequency of days with unhealthy air #CleanAir4Kids

@GinaEPA: A5: This means more days with unhealthy levels of ground-level ozone, a harmful air pollutant, and a component in smog #CleanAir4Kids

@AmerAcadPeds: A5: According to @WHO >80% of the current health burden due to changing climate occurs in children younger than 5 years old #CleanAir4Kids

@AmerAcadPeds: A5: Health impacts of climate change: effects of weather disasters, food & water insecurity, increased heat-related deaths #CleanAir4Kids

@AmerAcadPeds: A5: Other health effects of climate change: increases in climate sensitive infections and in allergic & asthmatic diseases #CleanAir4Kids

@AmerAcadPeds: A5: Read our policy statement on climate change to learn more <http://ow.ly/BEiSE> #CleanAir4Kids

@AmerAcadPeds: Just joining us? We're having a Children's Health twitter chat with @GinaEPA and @AmerAcadPeds! #CleanAir4Kids

2:44pm ET

@AmerAcadPeds: Q6: How can we prevent the health effects of air pollution? What is @EPA doing to address air quality & climate change? #CleanAir4Kids

@GinaEPA: A6: This past year brought tons of progress, including our proposed Clean Power Plan #CleanAir4Kids

@GinaEPA: A6: We've received more than 750,000 comments from health groups, industry groups, faith groups, parents and more #CleanAir4Kids

@GinaEPA: A6: We want every good idea we can get, so we extended the public comment period through December 1st #CleanAir4Kids

@GinaEPA: A6: #ActOnClimate! Visit <http://1.usa.gov/1hT77AX> to learn more and comment on the proposed Clean Power Plan #CleanAir4Kids

@AmerAcadPeds: A6: New @EPA carbon standards are a needed step to help make our air safer & cleaner for children #CleanAir4Kids

@AmerAcadPeds: A6: Limiting carbon emissions = #CleanAir4Kids. AAP commends @EPA action to address air pollution & climate change <http://ow.ly/BEBDo>

@AmerAcadPeds: A6: Parents, limit the amount of time your child spends outdoors during periods of poor air quality <http://ow.ly/BEB0I> #CleanAir4Kids

@AmerAcadPeds: A6: Check @AIRNow to find air quality information for your community <http://airnow.gov/> #CleanAir4Kids

@AmerAcadPeds: Just joining us? We're having a Children's Health twitter chat with @GinaEPA and @AmerAcadPeds! #CleanAir4Kids

2:52pm ET

@AmerAcadPeds: Q7: How can community members & health care professionals take action to improve air quality? #CleanAir4Kids

@GinaEPA: A7: I encourage you to educate yourself and others so you can #ActOnClimate! #CleanAir4Kids

@GinaEPA: A7: Our decisions today will shape the world our children and grandchildren will live in #CleanAir4Kids

@GinaEPA: A7: You can take steps every day to reduce the risks associated with climate change Learn how: <http://1.usa.gov/1c9uKXI> #CleanAir4Kids

@GinaEPA: A7: Many of these steps can save you money; some, like walking or biking to work can even improve your health! #CleanAir4Kids

@AmerAcadPeds: A7: We must ensure that our children can breathe clean air to protect & promote lifelong health #CleanAir4Kids

@AmerAcadPeds: A7: Submit comments on @EPA's plan to reduce carbon emissions by Dec. 1. Visit: <http://ow.ly/BECgG> #CleanAir4Kids

@AmerAcadPeds: A7: Pediatricians can educate parents, local & national representatives about the harmful health effects of air pollution #CleanAir4Kids

@AmerAcadPeds: A7: Pediatricians also can play a key role in advocating for prevention policies at the federal, state & local levels #CleanAir4Kids

@AmerAcadPeds: Pediatrician Dr. Ahdoot in @thehill: Through @EPA rule, children will breathe cleaner air <http://ow.ly/BEjaO> #CleanAir4Kids

@AmerAcadPeds: A7: #Tweetiatricians, help mitigate the effects of climate change & poor air quality. 5 things you can do <http://ow.ly/BEI6M> #CleanAir4Kids

2:57pm ET

AmerAcadPeds: Q8: What's the best way to get information about air quality and its impact on child health? #CleanAir4Kids

@GinaEPA: A8: You can learn more about children's environmental health @ <http://1.usa.gov/YCyX0Z> #CleanAir4Kids

@GinaEPA: A5: You can also check your air quality before going outside! Visit: Airnow.gov #CleanAir4Kids

@GinaEPA: A8: You can also check out <http://1.usa.gov/1k5KCd8> to learn more about combating climate change #CleanAir4Kids

2:58 pm ET [closing remarks and wrap-up]

@AmerAcadPeds: We have about 3 more minutes left in our discussion. Please feel free to give some final thoughts #CleanAir4Kids

@AmerAcadPeds: A special thanks to @EPA Administrator @GinaEPA for joining us today! #CleanAir4Kids

@GinaEPA: Thank you for the opportunity to talk about children's health and #CleanAir4Kids!

@AmerAcadPeds: If you haven't already check out @GinaEPA article in @AAPNews <http://bit.ly/YCzC2u> #CleanAir4Kids

@AmerAcadPeds: Thank you to @[\[handles of groups\]](#) for also joining in #CleanAir4Kids

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Buendia, Maritza[MBuendia@aap.org]
Cc: Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Younes, Lina[Younes.Lina@epa.gov]
From: Blohowiak, Cassandra
Sent: Mon 9/29/2014 5:07:08 PM
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Shakeba,

Just wanted to send a quick note, so that everyone is in the loop. This request is currently with our Web team. I will let you know as soon as it's updated.

Thanks!

Cassandra

From: Carter-Jenkins, Shakeba [mailto:Carter-Jenkins.Shakeba@epa.gov]
Sent: Monday, September 29, 2014 12:47 PM
To: Blohowiak, Cassandra; Buendia, Maritza
Cc: Aguirre, Amanda; Younes, Lina
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Cassandra- Thank you for speaking with me this morning. We noticed the twitter handle #AireLimpio wasn't included in the revised web language. Can the page be updated to reflect the twitter handle? Please let me know if you need any additional information from us. Thanks,
Shakeba

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más

oportunidad de exponerse a los contaminantes.

Durante el Mes de la Salud Infantil, únase a la American Academy of Pediatrics (AAP) el miércoles, 1 de octubre a las 2 p.m. hora del Este a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la administradora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #AireLimpio y siga @EPAEspanol y @AAPninossanos para español y para inglés use #CleanAir4Kids y siga @AmerAcadPeds y @GinaEPA.

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics (@AAPninossanos)
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #AireLimpio

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Thursday, September 25, 2014 1:03 PM
To: Younes, Lina
Cc: Carter-Jenkins, Shakeba; Buendia, Maritza; Aguirre, Amanda
Subject: Re: #CleanAir4Kids Chat: Spanish Handles

Hi all,

Our webpage has been updated with the revised Spanish language.

<http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Thanks!

Cassandra

On Sep 25, 2014, at 11:01, Younes, Lina <Younes.Lina@epa.gov> wrote:

Thank you. One less meeting for today. ☺

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Carter-Jenkins, Shakeba

Sent: Thursday, September 25, 2014 10:59 AM

To: Younes, Lina; Buendia, Maritza

Cc: Blohowiak, Cassandra; Aguirre, Amanda

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Lina,

We walked through the logistics for next week's meeting and will have another check in meeting on Monday at 10:30. I'm in the process of putting the twitter conversation in script format which I will send around this afternoon.

I'll send an invite to the team shortly. Shakeba

From: Younes, Lina
Sent: Thursday, September 25, 2014 10:51 AM
To: Carter-Jenkins, Shakeba; Buendia, Maritza
Cc: Blohowiak, Cassandra; Aguirre, Amanda
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Have we postponed our 1030 meeting?

I just called the line and no one is on.

Has it been rescheduled?

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

[Blog.epa.gov/espanol](http://blog.epa.gov/espanol)

From: Carter-Jenkins, Shakeba

Sent: Thursday, September 25, 2014 10:42 AM

To: Buendia, Maritza

Cc: Blohowiak, Cassandra; Younes, Lina; Aguirre, Amanda

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Maritza, Please see below draft tweet responses. I'll send around a final script in the proper format to the team. Thanks,

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

#CleanAir4Kids

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]
Sent: Thursday, September 25, 2014 10:12 AM
To: Aguirre, Amanda; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

I am new to the team, so I am not sure what webpage you are talking about it. I am sure all will be clarified when I learn more details at 10:00 a.m. Sorry for any confusion.

Thanks,

Maritza

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Thursday, September 25, 2014 9:07 AM
To: Buendia, Maritza; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Not sure if you meant this to our team at EPA? Here is the modified version with your edit. Let us know when it is updated on the webpage and we will start sending it around. Thanks so much!

Amanda

Ex. 5 - Deliberative

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]

Sent: Thursday, September 25, 2014 10:05 AM

To: Aguirre, Amanda; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Ex. 5 - Deliberative

Thanks!

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]

Sent: Thursday, September 25, 2014 8:57 AM

To: Younes, Lina; Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Here our edits, we may add #AireLimpio later on but let's move forward with this for now.
Changes noted in red Thanks!

Amanda

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Younes, Lina
Sent: Wednesday, September 24, 2014 3:23 PM
To: Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Sure no problem. We can leave the English as is, but we'll use that Spanish tag also from now on.

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]
Sent: Wednesday, September 24, 2014 3:03 PM
To: Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

It sounds good to me. Not sure if you are asking for my input or others, but again, please feel to make the changes.

Thanks,
Maritza

From: Younes, Lina [<mailto:Younes.Lina@epa.gov>]
Sent: Wednesday, September 24, 2014 1:10 PM
To: Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

#AireLimpio is definitely shorter. Can we go with that?

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]

Sent: Wednesday, September 24, 2014 1:28 PM

To: Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hello everyone,

Enclosed please find the document with the suggested changes. Not sure what handle you want so please feel free to edit.

Ex. 5 - Deliberative

Best regards,

Maritza

Maritza Buendía

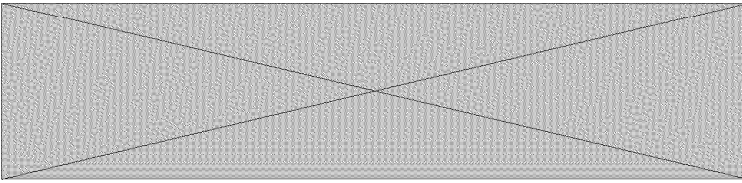
Editor, HealthyChildren.org en español

141 Northwest Point Blvd.

Elk Grove Village, IL 60007

Phone: 847-434-7613

mbuendia@aap.org



From: Walsh, Mary Claire

Sent: Wednesday, September 24, 2014 12:11 PM

To: Carter-Jenkins, Shakeba; Buendia, Maritza

Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Thanks! I am also copying Maritza Buendia who is the editor of our Spanish site and will be helping out with the chat as well. I am unable to attend the planning meeting tomorrow, but Maritza will be on the line to get the details.

Maritza, please see below for the suggested edits to the invite. Can you make these and send back to all on this email?

Thanks! Looking forward to this chat!

Mary Claire

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Wednesday, September 24, 2014 12:00 PM
To: Walsh, Mary Claire
Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Mary Claire,

The call in information is: Dial in Number: Conf Code I'll also add you the meeting invitation. Please let us know if you need anything else. Shakeba

From: Aguirre, Amanda
Sent: Wednesday, September 24, 2014 12:57 PM
To: Blohowiak, Cassandra; Walsh, Mary Claire
Cc: Younes, Lina; Orquina, Jessica; Carter-Jenkins, Shakeba
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Thanks, Cassandra. Mary Claire, great to be connected we are very excited about this chat!

We are having a check in on the chat and would love for you to join if your able, it is at 10:30AM, tomorrow Thursday, Sept 25th, Shakeba can pass along the call in details.

Also, I passed along the translated version to Lina, and we had just a few edits note below, would it be possible to make a quick update?

In addition, I will be pushing out the invitation to the following networks and partners

to get the word out. I would love to give a special note of inclusion to LULAC and Moms Clean Airforce, who have worked with us on a Spanish language chat, come with a wide network and are interested in doing more on this issue. Once I send them the final invite I will be sure to introduce you in case they have any questions on the script.

Thanks again,

Amanda

Partners to invite:

@ LULAC

@ VocesVerdes

@ MamasAireLimpio

@GreenLatino

Pushing to networks:

- [REDACTED] National Hispanic Medical Association
- [REDACTED] Association of Hispanic Nurses
- [REDACTED] GreenLatinos Coalition
- [REDACTED] White House Hispanic Communications Team
- [REDACTED] VotoLatino
- [REDACTED] HACU
- [REDACTED] Hispanic Access

Edits to Spanish Invite:

At @EPAEspanol Handle

Mes de la Salud Infantil

The administrator is administradora not directora.

The Spanish handle could be #AireLimpioParaChicosSanos.. Can we add a Spanish handle or perhaps #AireLimpio

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Monday, September 15, 2014 3:51 PM
To: Walsh, Mary Claire
Cc: Aguirre, Amanda; Younes, Lina; Orquina, Jessica
Subject: #CleanAir4Kids Chat: Spanish Handles

Hi Mary Claire,

I hope you had a nice weekend. I'm excited that @AAPninossanos is interested in participating in our Twitter chat with EPA Administrator Gina McCarthy on Oct. 1.

I wanted to quickly introduce you to Amanda, Lina and Jessica at EPA, who handle the agency's Latino portfolio and administer their Spanish Twitter account, @EPAEspanol, so you can touch base before the chat.

Thanks!

Cassandra

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Friday, September 12, 2014 12:22 PM
To: Blohowiak, Cassandra; Carter-Jenkins, Shakeba; Orquina, Jessica
Cc: Enobakhare, Rosemary; Younes, Lina
Subject: RE: #CleanAir4Kids Chat

Hi Cassandra- It was great speaking with you as well! We are excited to be participating in this chat. I have some updates, and responses to your questions.

- Update on time: 2:00-3:00PM is now locked on the admins calendar, so there is no longer a conflict.
- I have looped Rosemary, who handles the Moms portfolio and will facilitate an invitation to Moms Clean Airforce to participate, they have also participated in hispanic focused chat in the past and I believe they have a Spanish language handle as well.
- Spanish Twitter is @EPAEspanol, you can loop me, Jessica and Lina Younes in with your team and we can take it from there. Lina Younes, cc'ed here manages the @EPAEspanol account. I handle the Latino portfolio so I can also loop in other hispanic groups once we chat with your team.
- These questions, look good! I have attached a couple of sample scripts, I included a read out of one of them, as well as blog post we did as a follow up in case the model is helpful.
- I will keep a look out for the invitation for approval, a Spanish language one would be great too.
- Administrator handle: @GinaEPA, we will retweet from @EPA
- Once we get a flyer approved, it would be great to have a promotion

“package” with sample tweets and language to encourage additional groups to help us get the word out.

Have a great weekend! Don’t hesitate to let me know, if I missed anything.

Amanda

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Thursday, September 11, 2014 3:25 PM
To: Aguirre, Amanda; Carter-Jenkins, Shakeba; Orquina, Jessica
Subject: #CleanAir4Kids Chat

Hi all,

It was so nice to speak with you this morning. We’re really excited about hosting the upcoming #CleanAir4Kids chat with EPA and Administrator McCarthy.

Below, please find the list of questions I quickly read through on our call, followed by a list of potential partners to invite. Please let me know if you have additions or other edits to the list. I’ve also listed the AAP handles that we plan to invite to participate, and as I mentioned, we’ll be reaching out to our #tweetiatricians, too. I did speak to the administrator of our Spanish handle ([@AAPninossanos](#)), and they are interested in participating! Would you be able to send me the contact info of the administrator of your Spanish handle, so I can connect them?

I’ll go ahead and draft language for the Twitter chat invite and submit to you for approval – I will shoot to have that to you by Monday morning. Please let me know as soon as the time is finalized.

If you wouldn’t mind forwarding an example script you’ve used before, we can format ours

similarly and begin working on that right away.

Thanks, and please let me know if I've forgotten anything.

Cassandra

#CleanAir4Kids Twitter Chat

Hosted by the American Academy of Pediatrics

(Oct. 1 @ 2:30pm ET)

Proposed Questions:

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Partners to invite:

American Lung Association ([@LungAssociation](#))

American Public Health Association ([@PublicHealth](#))

American Thoracic Society ([@ATScommunity](#))

American Heart Association ([@American_Heart](#))

National Association of County and City Health Officials ([@NACCHOalerts](#))

Association of State and Territorial Health Officials ([@ASTHO](#))

First Focus ([@First_Focus](#))

Moms Clean Air Force ([@CleanAirMoms](#))

AAP Handles:

[@AmerAcadPeds](#)

[@AAPNews](#)

[@AAPJournals](#)

[@AAPPres](#)

[@SandyHassinkMD](#)

@TMcInerny

@errolalden

@healthychildren

@AAPninossanos

Cassandra Blohowiak

Manager, Social Media Community | Department of Public Affairs

American Academy of Pediatrics | Washington, D.C.

cblohowiak@aap.org | 202.347.8600 (main)

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Aguirre, Amanda
Sent: Mon 9/29/2014 4:53:23 PM
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Cool no problem. Thanks!

From: Carter-Jenkins, Shakeba
Sent: Monday, September 29, 2014 12:53 PM
To: Aguirre, Amanda
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

She said it's on the staging server. They were on a content freeze over the weekend. She will email up when it's up, but she is aware of the changes and they have been made.

From: Aguirre, Amanda
Sent: Monday, September 29, 2014 12:50 PM
To: Carter-Jenkins, Shakeba
Subject: FW: #CleanAir4Kids Chat: Spanish Handles

Can you please specify that the entire highlighted portions need to be changed, if they just do the # it would still not be correct. Thanks!

From: Carter-Jenkins, Shakeba
Sent: Monday, September 29, 2014 12:47 PM
To: Blohowiak, Cassandra; Buendia, Maritza
Cc: Aguirre, Amanda; Younes, Lina
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Cassandra- Thank you for speaking with me this morning. We noticed the twitter handle #AireLimpio wasn't included in the revised web language. Can the page be updated to reflect the twitter handle? Please let me know if you need any additional information from us. Thanks,
Shakeba

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

Durante el Mes de la Salud Infantil, únase a la American Academy of Pediatrics (AAP) el miércoles, 1 de octubre a las 2 p.m. hora del Este a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la administradora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #AireLimpio y siga @EPAEspañol y @AAPninossanos para español y para inglés use #CleanAir4Kids y siga @AmerAcadPeds y @GinaEPA.

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics (@AAPninossanos)
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #AireLimpio

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]

Sent: Thursday, September 25, 2014 1:03 PM

To: Younes, Lina

Cc: Carter-Jenkins, Shakeba; Buendia, Maritza; Aguirre, Amanda

Subject: Re: #CleanAir4Kids Chat: Spanish Handles

Hi all,

Our webpage has been updated with the revised Spanish language.

<http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Thanks!

Cassandra

On Sep 25, 2014, at 11:01, Younes, Lina <Younes.Lina@epa.gov> wrote:

Thank you. One less meeting for today. ☺

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Carter-Jenkins, Shakeba
Sent: Thursday, September 25, 2014 10:59 AM
To: Younes, Lina; Buendia, Maritza
Cc: Blohowiak, Cassandra; Aguirre, Amanda
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Lina,

We walked through the logistics for next week's meeting and will have another check in meeting on Monday at 10:30. I'm in the process of putting the twitter conversation in script format which I will send around this afternoon.

I'll send an invite to the team shortly. Shakeba

From: Younes, Lina
Sent: Thursday, September 25, 2014 10:51 AM
To: Carter-Jenkins, Shakeba; Buendia, Maritza
Cc: Blohowiak, Cassandra; Aguirre, Amanda
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Have we postponed our 1030 meeting?

I just called the line and no one is on.

Has it been rescheduled?

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

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[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

[Blog.epa.gov/espanol](http://blog.epa.gov/espanol)

From: Carter-Jenkins, Shakeba

Sent: Thursday, September 25, 2014 10:42 AM

To: Buendia, Maritza

Cc: Blohowiak, Cassandra; Younes, Lina; Aguirre, Amanda

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Maritza, Please see below draft tweet responses. I'll send around a final script in the proper format to the team. Thanks,

1. October is Children's Health Month! How does air quality impact child health? #CleanAir4Kids

Climate change is supercharging health risks especially for our children. #CleanAir4Kids

Carbon pollution comes bundled with other harmful pollutants that cause respiratory

problems like asthma. #CleanAir4Kids

2. What are the main sources of air pollution? #CleanAir4Kids

Carbon pollution fuels climate change, and power plants are our nation's largest source.
#CleanAir4Kids

**3. What medical conditions have been associated with air pollution?
#CleanAir4Kids #ActOnClimate**

We know exposure to mercury is harmful for children & infants, it has adverse effects their developing nervous systems. #CleanAir4Kids

**4. Why are children disproportionately affected by air pollution? #CleanAir4Kids
#ActOnClimate**

Children's health has been a driving force for commonsense environmental protection.
#CleanAir4Kids

Children are more vulnerable to pollutants than adults because of biology & their activities and play patterns. [#CleanAir4Kids](#)

**5. What are other vulnerable populations that may be affected by poor air
quality? #CleanAir4Kids**

Climate change could affect our society through impacts on a number of different social, cultural, and natural resources. #CleanAir4Kids

Climate change could affect human health, infrastructure, transportation systems, & energy, food, & water supplies. [#CleanAir4Kids](#)

**6. What are the short and long term impacts of air pollution on child health?
#CleanAir4Kids**

Exposure to high levels of air pollution can cause a variety of adverse health outcomes.
#CleanAir4Kids

It increases the risk of respiratory infections, heart disease, stroke and lung cancer.
#CleanAir4Kids

Short and long term exposure to air pollutants have been associated with negative health impacts. #CleanAir4Kids

More severe impacts affect people who are already ill, children, elderly and poor people.
#CleanAir4Kids

7. How does air quality impact climate? #CleanAir4Kids

Scientists project that warmer temperatures from climate change will increase the frequency of days with unhealthy air. #CleanAir4Kids

This means more days with unhealthy levels of ground-level ozone, a harmful air pollutant, and a component in smog. #CleanAir4Kids

8. What is the @EPA doing to address air quality & climate change? #CleanAir4Kids

This past year brought tons of progress, including our proposed Clean Power Plan.
#CleanAir4Kids

We've received more than 750,000 comments from health groups, industry groups, faith groups, parents and more. #CleanAir4

We want every good idea we can get, so we extended the public comment period through December 1st. #CleanAir4Kids

9. Why should the public care about clean air? #CleanAir4Kids

Climate change will affect our water supplies, agriculture, infrastructure, environment, and our health and safety. #CleanAir4Kids

10. How can we take action to improve air quality? #CleanAir4Kids

Our decisions today will shape the world our children and grandchildren will live in.
#CleanAir4Kids

You can take steps at home, on the road, & in your office to reduce GHG emissions & the risks associated with climate change. #CleanAir4Kids

Many of these steps can save you money; some, like walking or biking to work can even improve your health! #CleanAir4Kids

11. What's the best way to get information about air quality and its impact on child health? #CleanAir4Kids

Read more about air quality and climate change at <http://www.epa.gov/climatechange/#CleanAir4Kids>

You can also learn more about children's environmental health at www2.epa.gov/children/#CleanAir4Kids

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]
Sent: Thursday, September 25, 2014 10:12 AM
To: Aguirre, Amanda; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

I am new to the team, so I am not sure what webpage you are talking about it. I am sure all will be clarified when I learn more details at 10:00 a.m. Sorry for any confusion.

Thanks,

Maritza

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Thursday, September 25, 2014 9:07 AM
To: Buendia, Maritza; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Not sure if you meant this to our team at EPA? Here is the modified version with your edit. Let us know when it is updated on the webpage and we will start sending it around. Thanks so much!

Amanda

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

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Para unirse a la conversación, use #CleanAir4Kids y siga @EPAEspañol y @AAPninossanos para español y siga en inglés @AmerAcadPeds y @GinaEPA.

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics ([@AmerAcadPeds](https://twitter.com/AmerAcadPeds) y [@AAPninossanos](https://twitter.com/AAPninossanos))
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #CleanAir4Kids

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]
Sent: Thursday, September 25, 2014 10:05 AM
To: Aguirre, Amanda; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Para unirse a la conversación, use #CleanAir4Kids y siga @EPAEspanol y @AAPninossanos para español y siga en ingles @AmerAcadPeds y @GinaEPA.

However is handling the changes, please change the highlighted word above to: inglés

Thanks!

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Thursday, September 25, 2014 8:57 AM
To: Younes, Lina; Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Here our edits, we may add #AireLimpio later on but let's move forward with this for now.
Changes noted in red Thanks!

Amanda

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

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Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

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- **Anfitrión:** American Academy of Pediatrics ([@AmerAcadPeds](https://twitter.com/AmerAcadPeds) y [@AAPninossanos](https://twitter.com/AAPninossanos))
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3 p.m. hora del Este
- **Dónde:** Twitter; #CleanAir4Kids

From: Younes, Lina

Sent: Wednesday, September 24, 2014 3:23 PM

To: Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Sure no problem. We can leave the English as is, but we'll use that Spanish tag also from now on.

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]
Sent: Wednesday, September 24, 2014 3:03 PM
To: Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

It sounds good to me. Not sure if you are asking for my input or others, but again, please feel to make the changes.

Thanks,
Maritza

From: Younes, Lina [<mailto:Younes.Lina@epa.gov>]
Sent: Wednesday, September 24, 2014 1:10 PM
To: Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

#AireLimpio is definitely shorter. Can we go with that?

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

[Blog.epa.gov/espanol](http://blog.epa.gov/espanol)

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]

Sent: Wednesday, September 24, 2014 1:28 PM

To: Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hello everyone,

Enclosed please find the document with the suggested changes. Not sure what handle you want so please feel free to edit.

The Spanish handle could be #AireLimpioParaChicosSanos.. Can we add a Spanish handle **or perhaps** #AireLimpio

Best regards,

Maritza

Maritza Buendía

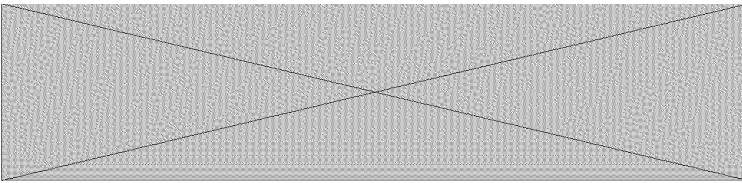
Editor, HealthyChildren.org en español

141 Northwest Point Blvd.

Elk Grove Village, IL 60007

Phone: 847-434-7613

mbuendia@aap.org



From: Walsh, Mary Claire

Sent: Wednesday, September 24, 2014 12:11 PM

To: Carter-Jenkins, Shakeba; Buendia, Maritza

Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Thanks! I am also copying Maritza Buendia who is the editor of our Spanish site and will be helping out with the chat as well. I am unable to attend the planning meeting tomorrow, but Maritza will be on the line to get the details.

Maritza, please see below for the suggested edits to the invite. Can you make these and send back to all on this email?

Thanks! Looking forward to this chat!

Mary Claire

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Wednesday, September 24, 2014 12:00 PM
To: Walsh, Mary Claire
Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Mary Claire,

The call in information is: Dial in Number: I'll also add you the meeting invitation. Please let us know if you need anything else. Shakeba

From: Aguirre, Amanda
Sent: Wednesday, September 24, 2014 12:57 PM
To: Blohowiak, Cassandra; Walsh, Mary Claire
Cc: Younes, Lina; Orquina, Jessica; Carter-Jenkins, Shakeba
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Thanks, Cassandra. Mary Claire, great to be connected we are very excited about this chat!

We are having a check in on the chat and would love for you to join if your able, it is at 10:30AM, tomorrow Thursday, Sept 25th, Shakeba can pass along the call in details.

Also, I passed along the translated version to Lina, and we had just a few edits note below, would it be possible to make a quick update?

In addition, I will be pushing out the invitation to the following networks and partners to get the word out. I would love to give a special note of inclusion to LULAC and Moms Clean Airforce, who have worked with us on a Spanish language chat, come with a wide network and are interested in doing more on this issue. Once I send them the final invite I will be sure to introduce you in case they have any questions on the script.

Thanks again,

Amanda

Partners to invite:

@ LULAC

@ VocesVerdes

@ MamasAireLimpio

@GreenLatino

Pushing to networks:

- [REDACTED] National Hispanic Medical Association
- [REDACTED] Association of Hispanic Nurses
- [REDACTED] GreenLatinos Coalition
- [REDACTED] White House Hispanic Communications Team
- [REDACTED] VotoLatino

- HACU
- Hispanic Access

Edits to Spanish Invite:

At @EPAEspañol Handle

Mes de la Salud Infantil

The administrator is administradora not directora.

The Spanish handle could be #AireLimpioParaChicosSanos.. Can we add a Spanish handle or perhaps #AireLimpio

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Monday, September 15, 2014 3:51 PM
To: Walsh, Mary Claire
Cc: Aguirre, Amanda; Younes, Lina; Orquina, Jessica
Subject: #CleanAir4Kids Chat: Spanish Handles

Hi Mary Claire,

I hope you had a nice weekend. I'm excited that @AAPninossanos is interested in participating in our Twitter chat with EPA Administrator Gina McCarthy on Oct. 1.

I wanted to quickly introduce you to Amanda, Lina and Jessica at EPA, who handle the agency's Latino portfolio and administer their Spanish Twitter account, @EPAEspanol, so you can touch base before the chat.

Thanks!

Cassandra

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Friday, September 12, 2014 12:22 PM
To: Blohowiak, Cassandra; Carter-Jenkins, Shakcba; Orquina, Jessica
Cc: Enobakhare, Rosemary; Younes, Lina
Subject: RE: #CleanAir4Kids Chat

Hi Cassandra- It was great speaking with you as well! We are excited to be participating in this chat. I have some updates, and responses to your questions.

- Update on time: 2:00-3:00PM is now locked on the admins calendar, so there is no longer a conflict.
- I have looped Rosemary, who handles the Moms portfolio and will facilitate an invitation to Moms Clean Airforce to participate, they have also participated in hispanic focused chat in the past and I believe they have a Spanish language handle as well.
- Spanish Twitter is @EPAEspanol, you can loop me, Jessica and Lina Younes in with your team and we can take it from there. Lina Younes, cc'ed here manages the @EPAEspanol account. I handle the Latino portfolio so I can also loop in other hispanic groups once we chat with your team.
- These questions, look good! I have attached a couple of sample scripts, I included a read out of one of them, as well as blog post we did as a follow up in case the model is helpful.

- I will keep a look out for the invitation for approval, a Spanish language one would be great too.
- Administrator handle: @GinaEPA, we will retweet from @EPA
- Once we get a flyer approved, it would be great to have a promotion “package” with sample tweets and language to encourage additional groups to help us get the word out.

Have a great weekend! Don’t hesitate to let me know, if I missed anything.

Amanda

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Thursday, September 11, 2014 3:25 PM
To: Aguirre, Amanda; Carter-Jenkins, Shakeba; Orquina, Jessica
Subject: #CleanAir4Kids Chat

Hi all,

It was so nice to speak with you this morning. We’re really excited about hosting the upcoming #CleanAir4Kids chat with EPA and Administrator McCarthy.

Below, please find the list of questions I quickly read through on our call, followed by a list of potential partners to invite. Please let me know if you have additions or other edits to the list. I’ve also listed the AAP handles that we plan to invite to participate, and as I mentioned, we’ll be reaching out to our #tweetiatricians, too. I did speak to the administrator of our Spanish handle ([@AAPninossanos](#)), and they are interested in participating! Would you be able to send me the contact info of the administrator of your Spanish handle, so I can connect them?

I'll go ahead and draft language for the Twitter chat invite and submit to you for approval – I will shoot to have that to you by Monday morning. Please let me know as soon as the time is finalized.

If you wouldn't mind forwarding an example script you've used before, we can format ours similarly and begin working on that right away.

Thanks, and please let me know if I've forgotten anything.

Cassandra

#CleanAir4Kids Twitter Chat

Hosted by the American Academy of Pediatrics

(Oct. 1 @ 2:30pm ET)

Proposed Questions:

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Partners to invite:

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[@AAPPres](#)

[@SandyHassinkMD](#)

[@TMcInerney](#)

[@errolalden](#)

[@healthychildren](#)

[@AAPninossanos](#)

Cassandra Blohowiak

Manager, Social Media Community | Department of Public Affairs

American Academy of Pediatrics | Washington, D.C.

cblohowiak@aap.org | 202.347.8600 (main)

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Aguirre, Amanda
Sent: Mon 9/29/2014 4:49:33 PM
Subject: FW: #CleanAir4Kids Chat: Spanish Handles

Can you please specify that the entire highlighted portions need to be changed, if they just do the # it would still not be correct. Thanks!

From: Carter-Jenkins, Shakeba
Sent: Monday, September 29, 2014 12:47 PM
To: Blohowiak, Cassandra; Buendia, Maritza
Cc: Aguirre, Amanda; Younes, Lina
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Cassandra- Thank you for speaking with me this morning. We noticed the twitter handle #AireLimpio wasn't included in the revised web language. Can the page be updated to reflect the twitter handle? Please let me know if you need any additional information from us. Thanks, Shakeba

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

Durante el Mes de la Salud Infantil, únase a la American Academy of Pediatrics (AAP) el miércoles, 1 de octubre a las 2 p.m. hora del Este a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la administradora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #AireLimpio y siga @EPAEspanol y @AAPninossanos para español y para inglés use #CleanAir4Kids y siga @AmerAcadPeds y @GinaEPA.

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra

Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics (@AAPninossanos)
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #AireLimpio

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Thursday, September 25, 2014 1:03 PM
To: Younes, Lina
Cc: Carter-Jenkins, Shakeba; Buendia, Maritza; Aguirre, Amanda
Subject: Re: #CleanAir4Kids Chat: Spanish Handles

Hi all,

Our webpage has been updated with the revised Spanish language.

<http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Thanks!

Cassandra

On Sep 25, 2014, at 11:01, Younes, Lina <Younes.Lina@epa.gov> wrote:

Thank you. One less meeting for today. ☺

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Carter-Jenkins, Shakeba

Sent: Thursday, September 25, 2014 10:59 AM

To: Younes, Lina; Buendia, Maritza

Cc: Blohowiak, Cassandra; Aguirre, Amanda

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Lina,

We walked through the logistics for next week's meeting and will have another check in meeting on Monday at 10:30. I'm in the process of putting the twitter conversation in script format which I will send around this afternoon.

I'll send an invite to the team shortly. Shakeba

From: Younes, Lina

Sent: Thursday, September 25, 2014 10:51 AM

To: Carter-Jenkins, Shakeba; Buendia, Maritza

Cc: Blohowiak, Cassandra; Aguirre, Amanda

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Have we postponed our 1030 meeting?

I just called the line and no one is on.

Has it been rescheduled?

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

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[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Carter-Jenkins, Shakeba
Sent: Thursday, September 25, 2014 10:42 AM
To: Buendia, Maritza
Cc: Blohowiak, Cassandra; Younes, Lina; Aguirre, Amanda
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Maritza, Please see below draft tweet responses. I'll send around a final script in the proper format to the team. Thanks,

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]
Sent: Thursday, September 25, 2014 10:12 AM

To: Aguirre, Amanda; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

I am new to the team, so I am not sure what webpage you are talking about it. I am sure all will be clarified when I learn more details at 10:00 a.m. Sorry for any confusion.

Thanks,

Maritza

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Thursday, September 25, 2014 9:07 AM
To: Buendia, Maritza; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Not sure if you meant this to our team at EPA? Here is the modified version with your edit. Let us know when it is updated on the webpage and we will start sending it around. Thanks so much!

Amanda

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

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Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #CleanAir4Kids y siga @EPAEspanol y @AAPninossanos para español y siga en inglés @AmerAcadPeds y @GinaEPA.

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics ([@AmerAcadPeds](https://twitter.com/AmerAcadPeds) y [@AAPninossanos](https://twitter.com/AAPninossanos))
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #CleanAir4Kids

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]

Sent: Thursday, September 25, 2014 10:05 AM

To: Aguirre, Amanda; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Para unirse a la conversación, use #CleanAir4Kids y siga @EPAEspanol y @AAPninossanos para español y siga en ingles @AmerAcadPeds y @GinaEPA.

However is handling the changes, please change the highlighted word above to: inglés

Thanks!

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]

Sent: Thursday, September 25, 2014 8:57 AM

To: Younes, Lina; Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Here our edits, we may add #AireLimpio later on but let's move forward with this for now. Changes noted in red Thanks!

Amanda

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

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Para unirse a la conversación, use #CleanAir4Kids y siga @EPAEspanol y @AAPninossanos para español y siga en ingles @AmerAcadPeds y @GinaEPA.

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics ([@AmerAcadPeds](#) y [@AAPninossanos](#))
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #CleanAir4Kids

From: Younes, Lina
Sent: Wednesday, September 24, 2014 3:23 PM
To: Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Sure no problem. We can leave the English as is, but we'll use that Spanish tag also from now on.

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

[Blog.epa.gov/espanol](http://blog.epa.gov/espanol)

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]
Sent: Wednesday, September 24, 2014 3:03 PM
To: Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

It sounds good to me. Not sure if you are asking for my input or others, but again, please feel to make the changes.

Thanks,
Maritza

From: Younes, Lina [<mailto:Younes.Lina@epa.gov>]
Sent: Wednesday, September 24, 2014 1:10 PM
To: Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

#AireLimpio is definitely shorter. Can we go with that?

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]
Sent: Wednesday, September 24, 2014 1:28 PM
To: Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hello everyone,

Enclosed please find the document with the suggested changes. Not sure what handle you want so please feel free to edit.

The Spanish handle could be #AireLimpioParaChicosSanos.. Can we add a Spanish handle **or perhaps** #AireLimpio

Best regards,

Maritza

Maritza Buendía

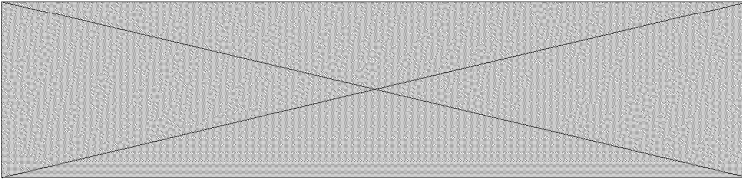
Editor, HealthyChildren.org en español

141 Northwest Point Blvd.

Elk Grove Village, IL 60007

Phone: 847-434-7613

mbuendia@aap.org



From: Walsh, Mary Claire

Sent: Wednesday, September 24, 2014 12:11 PM

To: Carter-Jenkins, Shakeba; Buendia, Maritza

Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Thanks! I am also copying Maritza Buendia who is the editor of our Spanish site and will be helping out with the chat as well. I am unable to attend the planning meeting tomorrow, but Maritza will be on the line to get the details.

Maritza, please see below for the suggested edits to the invite. Can you make these and send back to all on this email?

Thanks! Looking forward to this chat!

Mary Claire

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]

Sent: Wednesday, September 24, 2014 12:00 PM

To: Walsh, Mary Claire

Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Mary Claire,

The call in information is: Dial in Number: Conf Code. I'll also add you the meeting invitation. Please let us know if you need anything else. Shakeba

From: Aguirre, Amanda
Sent: Wednesday, September 24, 2014 12:57 PM
To: Blohowiak, Cassandra; Walsh, Mary Claire
Cc: Younes, Lina; Orquina, Jessica; Carter-Jenkins, Shakeba
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Thanks, Cassandra. Mary Claire, great to be connected we are very excited about this chat!

We are having a check in on the chat and would love for you to join if your able, it is at 10:30AM, tomorrow Thursday, Sept 25th, Shakeba can pass along the call in details.

Also, I passed along the translated version to Lina, and we had just a few edits note below, would it be possible to make a quick update?

In addition, I will be pushing out the invitation to the following networks and partners to get the word out. I would love to give a special note of inclusion to LULAC and Moms Clean Airforce, who have worked with us on a Spanish language chat, come with a wide network and are interested in doing more on this issue. Once I send them the final invite I will be sure to introduce you in case they have any questions on the script.

Thanks again,

Amanda

Partners to invite:

@ LULAC

@ VocesVerdes

@ MamasAireLimpio

@GreenLatino

Pushing to networks:

- [REDACTED] National Hispanic Medical Association
- [REDACTED] Association of Hispanic Nurses
- [REDACTED] GreenLatinos Coalition
- [REDACTED] White House Hispanic Communications Team
- [REDACTED] VotoLatino
- [REDACTED] HACU
- [REDACTED] Hispanic Access

Edits to Spanish Invite:

At @EPAEspañol Handle

Mes de la Salud Infantil

The administrator is administradora not directora.

The Spanish handle could be #AireLimpioParaChicosSanos.. Can we add a Spanish handle or perhaps #AireLimpio

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Monday, September 15, 2014 3:51 PM
To: Walsh, Mary Claire
Cc: Aguirre, Amanda; Younes, Lina; Orquina, Jessica
Subject: #CleanAir4Kids Chat: Spanish Handles

Hi Mary Claire,

I hope you had a nice weekend. I'm excited that @AAPninossanos is interested in participating in our Twitter chat with EPA Administrator Gina McCarthy on Oct. 1.

I wanted to quickly introduce you to Amanda, Lina and Jessica at EPA, who handle the agency's Latino portfolio and administer their Spanish Twitter account, @EPAEspanol, so you can touch base before the chat.

Thanks!

Cassandra

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Friday, September 12, 2014 12:22 PM

To: Blohowiak, Cassandra; Carter-Jenkins, Shakeba; Orquina, Jessica
Cc: Enobakhare, Rosemary; Younes, Lina
Subject: RE: #CleanAir4Kids Chat

Hi Cassandra- It was great speaking with you as well! We are excited to be participating in this chat. I have some updates, and responses to your questions.

- Update on time: 2:00-3:00PM is now locked on the admins calendar, so there is no longer a conflict.
- I have looped Rosemary, who handles the Moms portfolio and will facilitate an invitation to Moms Clean Airforce to participate, they have also participated in hispanic focused chat in the past and I believe they have a Spanish language handle as well.
- Spanish Twitter is @EPAEspanol, you can loop me, Jessica and Lina Younes in with your team and we can take it from there. Lina Younes, cc'ed here manages the @EPAEspanol account. I handle the Latino portfolio so I can also loop in other hispanic groups once we chat with your team.
- These questions, look good! I have attached a couple of sample scripts, I included a read out of one of them, as well as blog post we did as a follow up in case the model is helpful.
- I will keep a look out for the invitation for approval, a Spanish language one would be great too.
- Administrator handle: @GinaEPA, we will retweet from @EPA
- Once we get a flyer approved, it would be great to have a promotion "package" with sample tweets and language to encourage additional groups to help us get the word out.

Have a great weekend! Don't hesitate to let me know, if I missed anything.

Amanda

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Thursday, September 11, 2014 3:25 PM
To: Aguirre, Amanda; Carter-Jenkins, Shakeba; Orquina, Jessica
Subject: #CleanAir4Kids Chat

Hi all,

It was so nice to speak with you this morning. We're really excited about hosting the upcoming #CleanAir4Kids chat with EPA and Administrator McCarthy.

Below, please find the list of questions I quickly read through on our call, followed by a list of potential partners to invite. Please let me know if you have additions or other edits to the list. I've also listed the AAP handles that we plan to invite to participate, and as I mentioned, we'll be reaching out to our #tweetiatricians, too. I did speak to the administrator of our Spanish handle ([@AAPninossanos](#)), and they are interested in participating! Would you be able to send me the contact info of the administrator of your Spanish handle, so I can connect them?

I'll go ahead and draft language for the Twitter chat invite and submit to you for approval – I will shoot to have that to you by Monday morning. Please let me know as soon as the time is finalized.

If you wouldn't mind forwarding an example script you've used before, we can format ours similarly and begin working on that right away.

Thanks, and please let me know if I've forgotten anything.

Cassandra

#CleanAir4Kids Twitter Chat

Hosted by the American Academy of Pediatrics

(Oct. 1 @ 2:30pm ET)

Proposed Questions:

Ex. 5 - Deliberative

Partners to invite:

American Lung Association ([@LungAssociation](#))

American Public Health Association ([@PublicHealth](#))

American Thoracic Society ([@ATScommunity](#))

American Heart Association ([@American_Heart](#))

National Association of County and City Health Officials ([@NACCHOalerts](#))

Association of State and Territorial Health Officials ([@ASTHO](#))

First Focus ([@First_Focus](#))

Moms Clean Air Force ([@CleanAirMoms](#))

AAP Handles:

[@AmerAcadPeds](#)

[@AAPNews](#)

[@AAPJournals](#)

[@AAPPres](#)

[@SandyHassinkMD](#)

[@TMcInerney](#)

[@errolalden](#)

[@healthychildren](#)

[@AAPninossanos](#)

Cassandra Blohowiak

Manager, Social Media Community | Department of Public Affairs

American Academy of Pediatrics | Washington, D.C.

cblohowiak@aap.org | 202.347.8600 (main)

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
Cc: Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Blohowiak, Cassandra
Sent: Mon 9/29/2014 1:58:44 PM
Subject: RE: Dry-Run: Twitter Discussion

Hi Shakeba,

I hope you had a good weekend, too. My team has a conflict with tomorrow at 11. Would it be possible to move it to the afternoon? It seems that 2pm ET would work best.

Thanks,

Cassandra

From: Carter-Jenkins, Shakeba [mailto:Carter-Jenkins.Shakeba@epa.gov]
Sent: Monday, September 29, 2014 8:49 AM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: Dry-Run: Twitter Discussion

Good Morning Cassandra,

I hope you were able to enjoy the weekend and the great weather. I'm sorry for the delay in getting back to you. Your email ended up in my spam folder...

We are working on getting the final script out of clearance. I've rescheduled today's meeting for tomorrow at 11 am – as placeholder. Are you and your team available to meet tomorrow morning? My sincere apologies. Best, Shakeba

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Friday, September 26, 2014 9:23 AM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: [SPAM] RE: Event Invitation

Hi Shakeba,

Did you send around the final script yesterday afternoon? Just want to make sure I didn't miss it!

Thanks,

Cassandra

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Thursday, September 25, 2014 10:33 AM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: RE: Event Invitation

Good Morning Cassandra, Please see below responses to the twitter chat questions. We will revise the a script to make sure that it flows more like a conversation and send back to you for review. Thanks, Shakeba

Twitter chat outline:

Script Questions: The American Academy of Pediatrics (@AmerAcadPeds) will ask a total of 7 of 11 questions during the chat.

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Wednesday, September 24, 2014 12:01 PM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Event Invitation

Absolutely! Thanks for pointing that out. Looking forward to speaking tomorrow, too.

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Wednesday, September 24, 2014 11:59 AM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: Event Invitation

Good Morning Cassandra,

Thank you for forwarding over the draft script. We are working on preparing responses to the revised q's. Can you please add @EPAEspañol to the Spanish event invitation "to join the conversation...?" We look forward to speaking with you tomorrow! Please let us know if you need anything. Shakeba

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

Durante el mes de la salud infantil, únase a la American Academy of Pediatrics (AAP) **el miércoles, 1 de octubre a las 2 pm hora del Este** a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la directora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #CleanAir4Kids y siga [@AmerAcadPeds](#), [@GinaEPA](#), [@EPAEspañol](#) y [@AAPninossanos](#).

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- Qué: Charla en Twitter sobre la calidad del aire y la salud de los niños
- Anfitrión: American Academy of Pediatrics ([@AmerAcadPeds](#))
- Cuándo: Miércoles, 1 de octubre de 2 pm – 3 pm hora del Este
- Dónde: Twitter; #CleanAir4Kids

- See more at: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx#sthash.reBXYtGz.dpuf>

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Tuesday, September 23, 2014 4:05 PM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

Hi Shakeba,

Please find our initial draft of the script attached. As we were finalizing it, we realized that it made more sense to combine a few of the questions. Please take a look and let me know what you think. We've started tweeting about the chat and plan to do our big email push tomorrow. Also, our webpage is now fully updated with the Spanish language invite: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Thanks!

Cassandra

From: Blohowiak, Cassandra
Sent: Monday, September 22, 2014 5:09 PM
To: 'Carter-Jenkins, Shakeba'
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

This sounds great! I would encourage you to use the #tweetiatrician hashtag, instead of the handle, as we don't tweet from that username.

Regarding partners, I was just planning to invite them to participate. This means that their logos would not be added to the invite.

Also, I've just received the Spanish translation from my team here. Please find it below. I'll add this language to our website landing page, as well.

Looking forward to chatting Thursday!

Thanks,

Cassandra

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

Durante el mes de la salud infantil, únase a la American Academy of Pediatrics (AAP) el miércoles, 1 de octubre a las 2 p.m. hora del Este a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la directora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #CleanAir4Kids y siga [@AmerAcadPeds](#) y [@GinaEPA](#).

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics ([@AmerAcadPeds](#))

- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #CleanAir4Kids

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Monday, September 22, 2014 2:36 PM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

Hi Cassandra, Thank you for the quick turnaround and for posting the event on AAP website. In addition to the EPA Highlights Newsletter which is distributed on Thursday's to our stakeholder groups, we also plan to tweet the event announcement from the Administrator (@GinaEPA) and EPA's (@EPA) twitter accounts following @AmerAcadPeds, using #CleanAir4Kids and @tweetiatricians.

In regards to the groups you identified below as partners, will they be actively engaging in the twitter chat and able to raise their own scripted follow-up q's? Will the logos of these organizations be added to the event flyer?

I'll send you a meeting invitation for Thursday morning at 10:30 am. Please don't hesitate to contact me if you have any further questions. Thanks, Shakeba

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Monday, September 22, 2014 1:27 PM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

Hi Shakeba,

Thanks for checking in. Below, please find sample tweets and the final formatted invite that I would suggest we share with partners and other groups. We've also created a page on our website promoting the chat, so please feel free to point people to that, too. Here's the link: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>. Who do you plan to send this to? We will plan to push this to the groups below and our #tweetiatricians:

- [redacted] American Lung Association (@LungAssociation)
- [redacted] American Public Health Association (@PublicHealth)
- [redacted] American Thoracic Society (@ATScommunity)
- [redacted] American Heart Association (@American_Heart)
- [redacted] National Association of County and City Health Officials (@NACCHOalerts)
- [redacted] Association of State and Territorial Health Officials (@ASTHO)
- [redacted] First Focus (@First_Focus)

We also plan to start tweeting about the chat this afternoon.

As a reminder, we're working to translate this invite into Spanish and will get you that language by Wednesday. I hope to have the initial draft of the script to you by tomorrow. I'll let you know if there is a delay of any sort – I don't anticipate any. I would be free Thursday morning for a dry run meeting.

Thanks!

Cassandra

Subject line: You're invited: Twitter Chat on Air Quality and Children's Health

According to the World Health Organization, more than 80% of the current health burden due to the changing climate occurs in children younger than five years old. As climate change accelerates, children will continue to suffer disproportionately because they breathe faster and spend more time outside, and therefore have a greater opportunity for exposure to pollutants.

During Child Health Month, join the American Academy of Pediatrics (AAP) on **Wednesday, Oct. 1 at 2 pm ET** for a Twitter chat to discuss the importance of clean air and how air pollution impacts child health. AAP will be joined by Environmental Protection Agency (EPA) Administrator Gina McCarthy, who will share how the federal government is addressing air quality and how individuals can take action.

To join the conversation, use **#CleanAir4Kids** and follow [@AmerAcadPeds](#) and [@GinaEPA](#).

Please contact AAP Social Media Community Manager Cassandra Blohowiak at cblohowiak@aap.org for more information.

- **What:** Twitter chat on air quality and children's health
- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1 from 2 pm – 3 pm ET
- **Where:** Twitter; #CleanAir4Kids

Here are a few example tweets to help get the word out:

- How does air quality impact child health? Join us to discuss #CleanAir4Kids w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- Start Child Health Month by discussing #CleanAir4Kids! Join @AmerAcadPeds chat w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>

- On 10/1 @ 2pm ET, we'll be discussing clean air and child health w/ @AmerAcadPeds & @GinaEPA! Follow #CleanAir4Kids to join in.

We hope you can join us!

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Monday, September 22, 2014 1:11 PM
To: Blohowiak, Cassandra
Subject: Twitter Chat

Hi Cassandra,

I hope that you enjoyed your weekend.

I wanted to flag for you that I have to clear the script and have all answers to the questions prior to our chat. Will the script be included in the promotional package that you are sending over today? If not, can you please send that to me as soon as possible.

Also, would love to have a dry run meeting this Thursday. What time are you available? In the meantime, if you have any questions or need anything from me please let me know. Best,
Shakeba

Public Affairs Specialist

US Environmental Protection Agency

Office of External Affairs and Environmental Education

202.564.6385

"I've learned that you can tell a lot about a person by the way (s)he handles these three things: a rainy day, lost luggage, and tangled Christmas tree lights." Maya Angelou

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
Cc: Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Blohowiak, Cassandra
Sent: Fri 9/26/2014 1:23:27 PM
Subject: [SPAM] RE: Event Invitation

Hi Shakeba,

Did you send around the final script yesterday afternoon? Just want to make sure I didn't miss it!

Thanks,

Cassandra

From: Carter-Jenkins, Shakeba [mailto:Carter-Jenkins.Shakeba@epa.gov]
Sent: Thursday, September 25, 2014 10:33 AM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: RE: Event Invitation

Good Morning Cassandra, Please see below responses to the twitter chat questions. We will revise the a script to make sure that it flows more like a conversation and send back to you for review. Thanks, Shakeba

Twitter chat outline:

Script Questions: The American Academy of Pediatrics (@AmerAcadPeds) will ask a total of 7 of 11 questions during the chat.

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Wednesday, September 24, 2014 12:01 PM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Event Invitation

Absolutely! Thanks for pointing that out. Looking forward to speaking tomorrow, too.

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Wednesday, September 24, 2014 11:59 AM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: Event Invitation

Good Morning Cassandra,

Thank you for forwarding over the draft script. We are working on preparing responses to the revised q's. Can you please add @EPAEspañol to the Spanish event invitation "to join the conversation...?" We look forward to speaking with you tomorrow! Please let us know if you need anything. Shakeba

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

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Durante el mes de la salud infantil, únase a la American Academy of Pediatrics (AAP) **el miércoles, 1 de octubre a las 2 pm hora del Este** a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la directora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #CleanAir4Kids y siga [@AmerAcadPeds](#), [@GinaEPA](#), [@EPAEspañol](#) y [@AAPninossanos](#).

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- Qué: Charla en Twitter sobre la calidad del aire y la salud de los niños
- Anfitrión: American Academy of Pediatrics ([@AmerAcadPeds](#))
- Cuándo: Miércoles, 1 de octubre de 2 pm – 3 pm hora del Este
- Dónde: Twitter; #CleanAir4Kids

- See more at: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx#sthash.reBXYtGz.dpuf>

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Tuesday, September 23, 2014 4:05 PM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

Hi Shakeba,

Please find our initial draft of the script attached. As we were finalizing it, we realized that it made more sense to combine a few of the questions. Please take a look and let me know what you think. We've started tweeting about the chat and plan to do our big email push tomorrow. Also, our webpage is now fully updated with the Spanish language invite: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Thanks!

Cassandra

From: Blohowiak, Cassandra
Sent: Monday, September 22, 2014 5:09 PM
To: 'Carter-Jenkins, Shakeba'
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

This sounds great! I would encourage you to use the #tweetiatrician hashtag, instead of the handle, as we don't tweet from that username.

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Looking forward to chatting Thursday!

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•□□□□□□□ Dónde: Twitter; #CleanAir4Kids

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Monday, September 22, 2014 2:36 PM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
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Hi Cassandra, Thank you for the quick turnaround and for posting the event on AAP website. In addition to the EPA Highlights Newsletter which is distributed on Thursday's to our stakeholder groups, we also plan to tweet the event announcement from the Administrator (@GinaEPA) and EPA's (@EPA) twitter accounts following @AmerAcadPeds, using #CleanAir4Kids and @tweetiatricians.

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Cc: Aguirre, Amanda
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Hi Shakeba,

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would suggest we share with partners and other groups. We've also created a page on our website promoting the chat, so please feel free to point people to that, too. Here's the link: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>. Who do you plan to send this to? We will plan to push this to the groups below and our #tweetiatricians:

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- [redacted] Association of State and Territorial Health Officials (@ASTHO)
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We also plan to start tweeting about the chat this afternoon.

As a reminder, we're working to translate this invite into Spanish and will get you that language by Wednesday. I hope to have the initial draft of the script to you by tomorrow. I'll let you know if there is a delay of any sort – I don't anticipate any. I would be free Thursday morning for a dry run meeting.

Thanks!

Cassandra

Subject line: You're invited: Twitter Chat on Air Quality and Children's Health

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Please contact AAP Social Media Community Manager Cassandra Blohowiak at cblohowiak@aap.org for more information.

- **What:** Twitter chat on air quality and children's health
- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1 from 2 pm – 3 pm ET
- **Where:** Twitter; [#CleanAir4Kids](#)

Here are a few example tweets to help get the word out:

- How does air quality impact child health? Join us to discuss [#CleanAir4Kids](#) w/ [@GinaEPA](#) on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- Start Child Health Month by discussing [#CleanAir4Kids](#)! Join [@AmerAcadPeds](#) chat w/ [@GinaEPA](#) on 10/1 @ 2pm ET <http://ow.ly/BLZBz>

•■■■■■■■■ On 10/1 @ 2pm ET, we'll be discussing clean air and child health w/
@AmerAcadPeds & @GinaEPA! Follow #CleanAir4Kids to join in.

We hope you can join us!

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Monday, September 22, 2014 1:11 PM
To: Blohowiak, Cassandra
Subject: Twitter Chat

Hi Cassandra,

I hope that you enjoyed your weekend.

I wanted to flag for you that I have to clear the script and have all answers to the questions prior to our chat. Will the script be included in the promotional package that you are sending over today? If not, can you please send that to me as soon as possible.

Also, would love to have a dry run meeting this Thursday. What time are you available? In the meantime, if you have any questions or need anything from me please let me know. Best,
Shakeba

Public Affairs Specialist

US Environmental Protection Agency

Office of External Affairs and Environmental Education

202.564.6385

"I've learned that you can tell a lot about a person by the way (s)he handles these three things: a

rainy day, lost luggage, and tangled Christmas tree lights." Maya Angelou

To: Younes, Lina[Younes.Lina@epa.gov]
Cc: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Buendia, Maritza[MBuendia@aap.org]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Blohowiak, Cassandra
Sent: Thur 9/25/2014 5:02:53 PM
Subject: Re: #CleanAir4Kids Chat: Spanish Handles

Hi all,

Our webpage has been updated with the revised Spanish language.

<http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Thanks!

Cassandra

On Sep 25, 2014, at 11:01, Younes, Lina <Younes.Lina@epa.gov> wrote:

Thank you. One less meeting for today. ☺

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Carter-Jenkins, Shakeba
Sent: Thursday, September 25, 2014 10:59 AM
To: Younes, Lina; Buendia, Maritza
Cc: Blohowiak, Cassandra; Aguirre, Amanda
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Lina,

We walked through the logistics for next week's meeting and will have another check in meeting on Monday at 10:30. I'm in the process of putting the twitter conversation in script format which I will send around this afternoon.

I'll send an invite to the team shortly. Shakeba

From: Younes, Lina
Sent: Thursday, September 25, 2014 10:51 AM
To: Carter-Jenkins, Shakeba; Buendia, Maritza
Cc: Blohowiak, Cassandra; Aguirre, Amanda
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Have we postponed our 1030 meeting?

I just called the line and no one is on.

Has it been rescheduled?

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

[Blog.epa.gov/espanol](http://blog.epa.gov/espanol)

From: Carter-Jenkins, Shakeba

Sent: Thursday, September 25, 2014 10:42 AM

To: Buendia, Maritza

Cc: Blohowiak, Cassandra; Younes, Lina; Aguirre, Amanda

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Maritza, Please see below draft tweet responses. I'll send around a final script in the proper format to the team. Thanks,

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]

Sent: Thursday, September 25, 2014 10:12 AM

To: Aguirre, Amanda; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

I am new to the team, so I am not sure what webpage you are talking about it. I am sure all will be clarified when I learn more details at 10:00 a.m. Sorry for any confusion.

Thanks,

Maritza

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]

Sent: Thursday, September 25, 2014 9:07 AM

To: Buendia, Maritza; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Not sure if you meant this to our team at EPA? Here is the modified version with your edit. Let us know when it is updated on the webpage and we will start sending it around. Thanks so much!

Amanda

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

Durante el Mes de la Salud Infantil, únase a la American Academy of Pediatrics (AAP) el miércoles, 1 de octubre a las 2 p.m. hora del Este a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la administradora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #CleanAir4Kids y siga @EPAEspañol y @AAPninossanos para español y siga en inglés @AmerAcadPeds y @GinaEPA.

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics ([@AmerAcadPeds](#) y [@AAPninossanos](#))
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #CleanAir4Kids

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]
Sent: Thursday, September 25, 2014 10:05 AM
To: Aguirre, Amanda; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Para unirse a la conversación, use #CleanAir4Kids y siga @EPAEspanol y @AAPninossanos para español y siga en ingles @AmerAcadPeds y @GinaEPA.

However is handling the changes, please change the highlighted word above to: inglés

Thanks!

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Thursday, September 25, 2014 8:57 AM
To: Younes, Lina; Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Here our edits, we may add #AireLimpio later on but let's move forward with this for now.
Changes noted in red Thanks!

Amanda

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De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

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Para unirse a la conversación, use #CleanAir4Kids y siga @EPAEspanol y @AAPninossanos para español y siga en ingles @AmerAcadPeds y @GinaEPA.

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics ([@AmerAcadPeds](https://twitter.com/AmerAcadPeds) y [@AAPninossanos](https://twitter.com/AAPninossanos))
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #CleanAir4Kids

From: Younes, Lina

Sent: Wednesday, September 24, 2014 3:23 PM

To: Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Sure no problem. We can leave the English as is, but we'll use that Spanish tag also from now on.

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

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[Twitter.com/epaespanol](https://twitter.com/epaespanol)

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Sent: Wednesday, September 24, 2014 3:03 PM
To: Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

It sounds good to me. Not sure if you are asking for my input or others, but again, please feel to make the changes.

Thanks,
Maritza

From: Younes, Lina [<mailto:Younes.Lina@epa.gov>]
Sent: Wednesday, September 24, 2014 1:10 PM
To: Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

#AireLimpio is definitely shorter. Can we go with that?

Lina Younes

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[Blog.epa.gov/espanol](http://blog.epa.gov/espanol)

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]

Sent: Wednesday, September 24, 2014 1:28 PM

To: Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hello everyone,

Enclosed please find the document with the suggested changes. Not sure what handle you want so please feel free to edit.

The Spanish handle could be #AireLimpioParaChicosSanos.. Can we add a Spanish handle **or perhaps** #AireLimpio

Best regards,

Maritza

Maritza Buendía

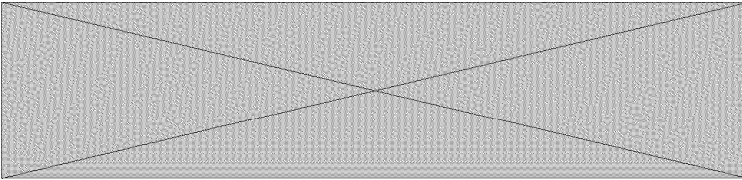
Editor, HealthyChildren.org en español

141 Northwest Point Blvd.

Elk Grove Village, IL 60007

Phone: 847-434-7613

mbuendia@aap.org



From: Walsh, Mary Claire

Sent: Wednesday, September 24, 2014 12:11 PM

To: Carter-Jenkins, Shakeba; Buendia, Maritza

Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Thanks! I am also copying Maritza Buendia who is the editor of our Spanish site and will be helping out with the chat as well. I am unable to attend the planning meeting tomorrow, but Maritza will be on the line to get the details.

Maritza, please see below for the suggested edits to the invite. Can you make these and send back to all on this email?

Thanks! Looking forward to this chat!

Mary Claire

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Wednesday, September 24, 2014 12:00 PM
To: Walsh, Mary Claire
Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Mary Claire,

The call in information is: Dial in Number: **Conf Code** I'll also add you the meeting invitation. Please let us know if you need anything else. Shakeba

From: Aguirre, Amanda
Sent: Wednesday, September 24, 2014 12:57 PM
To: Blohowiak, Cassandra; Walsh, Mary Claire
Cc: Younes, Lina; Orquina, Jessica; Carter-Jenkins, Shakeba
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Thanks, Cassandra. Mary Claire, great to be connected we are very excited about this chat!

We are having a check in on the chat and would love for you to join if your able, it is at 10:30AM, tomorrow Thursday, Sept 25th, Shakeba can pass along the call in details.

Also, I passed along the translated version to Lina, and we had just a few edits note below, would it be possible to make a quick update?

In addition, I will be pushing out the invitation to the following networks and partners to get the word out. I would love to give a special note of inclusion to LULAC and Moms Clean Airforce, who have worked with us on a Spanish language chat, come with a wide network and are interested in doing more on this issue. Once I send them the final invite I will be sure to introduce you in case they have any questions on the script.

Thanks again,

Amanda

Partners to invite:

@ LULAC

@ VocesVerdes

@ MamasAireLimpio

@GreenLatino

Pushing to networks:

- [REDACTED] National Hispanic Medical Association
- [REDACTED] Association of Hispanic Nurses
- [REDACTED] GreenLatinos Coalition
- [REDACTED] White House Hispanic Communications Team

- [REDACTED] VotoLatino
- [REDACTED] HACU
- [REDACTED] Hispanic Access

Edits to Spanish Invite:

At @EPAEspañol Handle

Mes de la Salud Infantil

The administrator is administradora not directora.

The Spanish handle could be #AireLimpioParaChicosSanos.. Can we add a Spanish handle or perhaps #AireLimpio

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Monday, September 15, 2014 3:51 PM
To: Walsh, Mary Claire
Cc: Aguirre, Amanda; Younes, Lina; Orquina, Jessica
Subject: #CleanAir4Kids Chat: Spanish Handles

Hi Mary Claire,

I hope you had a nice weekend. I'm excited that @AAPninossanos is interested in participating in our Twitter chat with EPA Administrator Gina McCarthy on Oct. 1.

I wanted to quickly introduce you to Amanda, Lina and Jessica at EPA, who handle the agency's Latino portfolio and administer their Spanish Twitter account, @EPAEspanol, so you can touch base before the chat.

Thanks!

Cassandra

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Friday, September 12, 2014 12:22 PM
To: Blohowiak, Cassandra; Carter-Jenkins, Shakeba; Orquina, Jessica
Cc: Enobakhare, Rosemary; Younes, Lina
Subject: RE: #CleanAir4Kids Chat

Hi Cassandra- It was great speaking with you as well! We are excited to be participating in this chat. I have some updates, and responses to your questions.

- Update on time: 2:00-3:00PM is now locked on the admins calendar, so there is no longer a conflict.
- I have looped Rosemary, who handles the Moms portfolio and will facilitate an invitation to Moms Clean Airforce to participate, they have also participated in hispanic focused chat in the past and I believe they have a Spanish language handle as well.
- Spanish Twitter is @EPAEspanol, you can loop me, Jessica and Lina Younes in with your team and we can take it from there. Lina Younes, cc'ed here manages the @EPAEspanol account. I handle the Latino portfolio so I can also loop in other hispanic groups once we chat with your team.
- These questions, look good! I have attached a couple of sample

scripts, I included a read out of one of them, as well as blog post we did as a follow up in case the model is helpful.

- [REDACTED] I will keep a look out for the invitation for approval, a Spanish language one would be great too.
- [REDACTED] Administrator handle: @GinaEPA, we will retweet from @EPA
- [REDACTED] Once we get a flyer approved, it would be great to have a promotion “package” with sample tweets and language to encourage additional groups to help us get the word out.

Have a great weekend! Don’t hesitate to let me know, if I missed anything.

Amanda

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Thursday, September 11, 2014 3:25 PM
To: Aguirre, Amanda; Carter-Jenkins, Shakeba; Orquina, Jessica
Subject: #CleanAir4Kids Chat

Hi all,

It was so nice to speak with you this morning. We’re really excited about hosting the upcoming #CleanAir4Kids chat with EPA and Administrator McCarthy.

Below, please find the list of questions I quickly read through on our call, followed by a list of potential partners to invite. Please let me know if you have additions or other edits to the list. I’ve also listed the AAP handles that we plan to invite to participate, and as I mentioned, we’ll be reaching out to our #tweetiatricians, too. I did speak to the administrator of our Spanish handle ([@AAPninossanos](#)), and they are interested in participating! Would you be able to send me the contact info of the administrator of your Spanish handle, so I can connect them?

I'll go ahead and draft language for the Twitter chat invite and submit to you for approval – I will shoot to have that to you by Monday morning. Please let me know as soon as the time is finalized.

If you wouldn't mind forwarding an example script you've used before, we can format ours similarly and begin working on that right away.

Thanks, and please let me know if I've forgotten anything.

Cassandra

#CleanAir4Kids Twitter Chat

Hosted by the American Academy of Pediatrics

(Oct. 1 @ 2:30pm ET)

Proposed Questions:

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Partners to invite:

American Lung Association ([@LungAssociation](#))

American Public Health Association ([@PublicHealth](#))

American Thoracic Society ([@ATScommunity](#))

American Heart Association ([@American_Heart](#))

National Association of County and City Health Officials ([@NACCHOalerts](#))

Association of State and Territorial Health Officials ([@ASTHO](#))

First Focus ([@First_Focus](#))

Moms Clean Air Force ([@CleanAirMoms](#))

AAP Handles:

[@AmerAcadPeds](#)

[@AAPNews](#)

[@AAPJournals](#)

[@AAPPres](#)

[@SandyHassinkMD](#)

[@TMcInerney](#)

[@errolalden](#)

[@healthychildren](#)

[@AAPninossanos](#)

Cassandra Blohowiak

Manager, Social Media Community | Department of Public Affairs

American Academy of Pediatrics | Washington, D.C.

cblohowiak@aap.org | 202.347.8600 (main)

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Buendia, Maritza[MBuendia@aap.org]
Cc: Blohowiak, Cassandra[cblohowiak@aap.org]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Younes, Lina
Sent: Thur 9/25/2014 3:01:32 PM
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Thank you. One less meeting for today. ☺

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

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[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Carter-Jenkins, Shakeba
Sent: Thursday, September 25, 2014 10:59 AM
To: Younes, Lina; Buendia, Maritza
Cc: Blohowiak, Cassandra; Aguirre, Amanda
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Lina,

We walked through the logistics for next week's meeting and will have another check in meeting on Monday at 10:30. I'm in the process of putting the twitter conversation in script format which I will send around this afternoon.

I'll send an invite to the team shortly. Shakeba

From: Younes, Lina

Sent: Thursday, September 25, 2014 10:51 AM

To: Carter-Jenkins, Shakeba; Buendia, Maritza

Cc: Blohowiak, Cassandra; Aguirre, Amanda

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Have we postponed our 1030 meeting?

I just called the line and no one is on.

Has it been rescheduled?

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

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Facebook.com/epaespanol

Twitter.com/epaespanol

Blog.epa.gov/espanol

From: Carter-Jenkins, Shakeba

Sent: Thursday, September 25, 2014 10:42 AM

To: Buendia, Maritza

Cc: Blohowiak, Cassandra; Younes, Lina; Aguirre, Amanda

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Maritza, Please see below draft tweet responses. I'll send around a final script in the proper format to the team. Thanks,

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]
Sent: Thursday, September 25, 2014 10:12 AM
To: Aguirre, Amanda; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

I am new to the team, so I am not sure what webpage you are talking about it. I am sure all will be clarified when I learn more details at 10:00 a.m. Sorry for any confusion.

Thanks,

Maritza

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Thursday, September 25, 2014 9:07 AM
To: Buendia, Maritza; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Not sure if you meant this to our team at EPA? Here is the modified version with your edit. Let us know when it is updated on the webpage and we will start sending it around. Thanks so much!

Amanda

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

Durante el Mes de la Salud Infantil, únase a la American Academy of Pediatrics (AAP) el miércoles, 1 de octubre a las 2 p.m. hora del Este a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la administradora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #CleanAir4Kids y siga @EPAEspanol y @AAPninossanos para español y siga en inglés @AmerAcadPeds y @GinaEPA.

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
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- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #CleanAir4Kids

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]

Sent: Thursday, September 25, 2014 10:05 AM

To: Aguirre, Amanda; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Para unirse a la conversación, use #CleanAir4Kids y siga @EPAEspanol y @AAPninossanos para español y siga en ingles [@AmerAcadPeds](https://twitter.com/AmerAcadPeds) y [@GinaEPA](https://twitter.com/GinaEPA).

However is handling the changes, please change the highlighted word above to: inglés

Thanks!

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Thursday, September 25, 2014 8:57 AM
To: Younes, Lina; Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Here our edits, we may add #AireLimpio later on but let's move forward with this for now.
Changes noted in red Thanks!

Amanda

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- **Dónde:** Twitter; #CleanAir4Kids

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Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

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Multilingual Communications Liaison

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EPA Office of Public Affairs

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Washington, DC 20460

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Blog.epa.gov/espanol

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Hello everyone,

Enclosed please find the document with the suggested changes. Not sure what handle you want so please feel free to edit.

TheSpanish handle could be #AireLimpioParaChicosSanos.. Can we add a Spanish handle **or perhaps** #AireLimpio

Best regards,

Maritza

Maritza Buendía

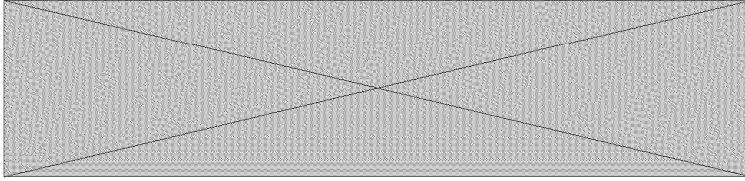
Editor, HealthyChildren.org en español

141 Northwest Point Blvd.

Elk Grove Village, IL 60007

Phone: 847-434-7613

mbuendia@aap.org



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To: Carter-Jenkins, Shakeba; Buendia, Maritza
Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
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Thanks! I am also copying Maritza Buendia who is the editor of our Spanish site and will be helping out with the chat as well. I am unable to attend the planning meeting tomorrow, but Maritza will be on the line to get the details.

Maritza, please see below for the suggested edits to the invite. Can you make these and send back to all on this email?

Thanks! Looking forward to this chat!

Mary Claire

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Wednesday, September 24, 2014 12:00 PM

To: Walsh, Mary Claire
Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Mary Claire,

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@ MamasAireLimpio

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Pushing to networks:

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- [REDACTED] Hispanic Access

Edits to Spanish Invite:

At @EPAEspañol Handle

Mes de la Salud Infantil

The administrator is administradora not directora.

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Sent: Monday, September 15, 2014 3:51 PM
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Thanks!

Cassandra

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To: Blohowiak, Cassandra; Carter-Jenkins, Shakeba; Orquina, Jessica

Cc: Enobakhare, Rosemary; Younes, Lina

Subject: RE: #CleanAir4Kids Chat

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- Update on time: 2:00-3:00PM is now locked on the admins calendar, so there is no longer a conflict.
- I have looped Rosemary, who handles the Moms portfolio and will facilitate an invitation to Moms Clean Airforce to participate, they have also participated in hispanic focused chat in the past and I believe they have a Spanish language handle as well.
- Spanish Twitter is @EPAEspanol, you can loop me, Jessica and Lina Younes in with your team and we can take it from there. Lina Younes, cc'ed here manages the @EPAEspanol account. I handle the Latino portfolio so I can also loop in other hispanic groups once we chat with your team.
- These questions, look good! I have attached a couple of sample scripts, I included a read out of one of them, as well as blog post we did as a follow up in case the model is helpful.
- I will keep a look out for the invitation for approval, a Spanish language one would be great too.
- Administrator handle: @GinaEPA, we will retweet from @EPA
- Once we get a flyer approved, it would be great to have a promotion "package" with sample tweets and language to encourage additional groups to help us get the word out.

Have a great weekend! Don't hesitate to let me know, if I missed anything.

Amanda

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Thursday, September 11, 2014 3:25 PM
To: Aguirre, Amanda; Carter-Jenkins, Shakeba; Orquina, Jessica
Subject: #CleanAir4Kids Chat

Hi all,

It was so nice to speak with you this morning. We're really excited about hosting the upcoming #CleanAir4Kids chat with EPA and Administrator McCarthy.

Below, please find the list of questions I quickly read through on our call, followed by a list of potential partners to invite. Please let me know if you have additions or other edits to the list. I've also listed the AAP handles that we plan to invite to participate, and as I mentioned, we'll be reaching out to our #tweetiatricians, too. I did speak to the administrator of our Spanish handle ([@AAPninossanos](#)), and they are interested in participating! Would you be able to send me the contact info of the administrator of your Spanish handle, so I can connect them?

I'll go ahead and draft language for the Twitter chat invite and submit to you for approval – I will shoot to have that to you by Monday morning. Please let me know as soon as the time is finalized.

If you wouldn't mind forwarding an example script you've used before, we can format ours similarly and begin working on that right away.

Thanks, and please let me know if I've forgotten anything.

Cassandra

#CleanAir4Kids Twitter Chat

Hosted by the American Academy of Pediatrics

(Oct. 1 @ 2:30pm ET)

Proposed Questions:

Ex. 5 - Deliberative

Partners to invite:

American Lung Association ([@LungAssociation](#))

American Public Health Association ([@PublicHealth](#))

American Thoracic Society ([@ATScommunity](#))

American Heart Association ([@American_Heart](#))

National Association of County and City Health Officials ([@NACCHOalerts](#))

Association of State and Territorial Health Officials ([@ASTHO](#))

First Focus ([@First_Focus](#))

Moms Clean Air Force ([@CleanAirMoms](#))

AAP Handles:

[@AmerAcadPeds](#)

[@AAPNews](#)

[@AAPJournals](#)

[@AAPPres](#)

[@SandyHassinkMD](#)

[@TMcInerney](#)

[@errolalden](#)

[@healthychildren](#)

[@AAPninossanos](#)

Cassandra Blohowiak

Manager, Social Media Community | Department of Public Affairs

American Academy of Pediatrics | Washington, D.C.

cblohowiak@aap.org | 202.347.8600 (main)

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Buendia, Maritza[MBuendia@aap.org]
Cc: Blohowiak, Cassandra[cblohowiak@aap.org]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Younes, Lina
Sent: Thur 9/25/2014 2:50:52 PM
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Have we postponed our 1030 meeting?

I just called the line and no one is on.

Has it been rescheduled?

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Carter-Jenkins, Shakeba
Sent: Thursday, September 25, 2014 10:42 AM
To: Buendia, Maritza

Cc: Blohowiak, Cassandra; Younes, Lina; Aguirre, Amanda
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Maritza, Please see below draft tweet responses. I'll send around a final script in the proper format to the team. Thanks,

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]

Sent: Thursday, September 25, 2014 10:12 AM

To: Aguirre, Amanda; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

I am new to the team, so I am not sure what webpage you are talking about it. I am sure all will be clarified when I learn more details at 10:00 a.m. Sorry for any confusion.

Thanks,

Maritza

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Thursday, September 25, 2014 9:07 AM
To: Buendia, Maritza; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Not sure if you meant this to our team at EPA? Here is the modified version with your edit. Let us know when it is updated on the webpage and we will start sending it around. Thanks so much!

Amanda

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

Durante el Mes de la Salud Infantil, únase a la American Academy of Pediatrics (AAP) el miércoles, 1 de octubre a las 2 p.m. hora del Este a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la administradora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #CleanAir4Kids y siga @EPAEspañol y @AAPninossanos

para español y siga en inglés [@AmerAcadPeds](#) y [@GinaEPA](#).

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics ([@AmerAcadPeds](#) y [@AAPninossanos](#))
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3 p.m. hora del Este
- **Dónde:** Twitter; [#CleanAir4Kids](#)

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]

Sent: Thursday, September 25, 2014 10:05 AM

To: Aguirre, Amanda; Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Blohowiak, Cassandra

Subject: RE: [#CleanAir4Kids](#) Chat: Spanish Handles

Para unirse a la conversación, use [#CleanAir4Kids](#) y siga [@EPAEspañol](#) y [@AAPninossanos](#) para español y siga en inglés [@AmerAcadPeds](#) y [@GinaEPA](#).

However is handling the changes, please change the highlighted word above to: inglés

Thanks!

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]

Sent: Thursday, September 25, 2014 8:57 AM

To: Younes, Lina; Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Blohowiak, Cassandra

Subject: RE: [#CleanAir4Kids](#) Chat: Spanish Handles

Here our edits, we may add [#AireLimpio](#) later on but let's move forward with this for now.
Changes noted in red Thanks!

Amanda

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

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Para unirse a la conversación, use #CleanAir4Kids y siga @EPAEspañol y @AAPninossanos para español y siga en inglés @AmerAcadPeds y @GinaEPA.

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics ([@AmerAcadPeds](#) y [@AAPninossanos](#))
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #CleanAir4Kids

From: Younes, Lina

Sent: Wednesday, September 24, 2014 3:23 PM

To: Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Sure no problem. We can leave the English as is, but we'll use that Spanish tag also from now on.

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

Facebook.com/epaespanol

Twitter.com/epaespanol

Blog.epa.gov/espanol

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]

Sent: Wednesday, September 24, 2014 3:03 PM

To: Younes, Lina; Walsh, Mary Claire; Carter-Jenkins, Shakeba

Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra

Subject: RE: #CleanAir4Kids Chat: Spanish Handles

It sounds good to me. Not sure if you are asking for my input or others, but again, please feel to make the changes.

Thanks,
Maritza

From: Younes, Lina [<mailto:Younes.Lina@epa.gov>]
Sent: Wednesday, September 24, 2014 1:10 PM
To: Buendia, Maritza; Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

#AireLimpio is definitely shorter. Can we go with that?

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

EPA Office of Public Affairs

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at www.epa.gov/espanol

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

Blog.epa.gov/espanol

From: Buendia, Maritza [<mailto:MBuendia@aap.org>]
Sent: Wednesday, September 24, 2014 1:28 PM
To: Walsh, Mary Claire; Carter-Jenkins, Shakeba
Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hello everyone,

Enclosed please find the document with the suggested changes. Not sure what handle you want so please feel free to edit.

The Spanish handle could be #AireLimpioParaChicosSanos.. Can we add a Spanish handle **or perhaps** #AireLimpio

Best regards,

Maritza

Maritza Buendía

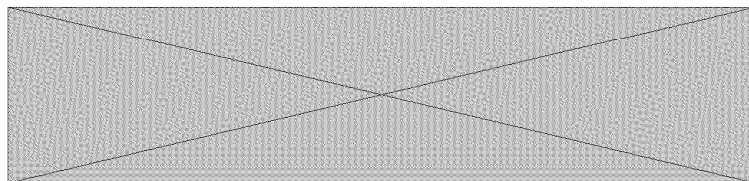
Editor, HealthyChildren.org en español

141 Northwest Point Blvd.

Elk Grove Village, IL 60007

Phone: 847-434-7613

mbuendia@aap.org



From: Walsh, Mary Claire
Sent: Wednesday, September 24, 2014 12:11 PM
To: Carter-Jenkins, Shakeba; Buendia, Maritza
Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Thanks! I am also copying Maritza Buendia who is the editor of our Spanish site and will be helping out with the chat as well. I am unable to attend the planning meeting tomorrow, but Maritza will be on the line to get the details.

Maritza, please see below for the suggested edits to the invite. Can you make these and send back to all on this email?

Thanks! Looking forward to this chat!

Mary Claire

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Wednesday, September 24, 2014 12:00 PM
To: Walsh, Mary Claire
Cc: Younes, Lina; Orquina, Jessica; Aguirre, Amanda; Blohowiak, Cassandra
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Hi Mary Claire,

The call in information is: Dial in Number: Conf Code I'll also add you the meeting invitation. Please let us know if you need anything else. Shakeba

From: Aguirre, Amanda
Sent: Wednesday, September 24, 2014 12:57 PM
To: Blohowiak, Cassandra; Walsh, Mary Claire
Cc: Younes, Lina; Orquina, Jessica; Carter-Jenkins, Shakeba
Subject: RE: #CleanAir4Kids Chat: Spanish Handles

Thanks, Cassandra. Mary Claire, great to be connected we are very excited about this chat!

We are having a check in on the chat and would love for you to join if your able, it is at 10:30AM, tomorrow Thursday, Sept 25th, Shakeba can pass along the call in details.

Also, I passed along the translated version to Lina, and we had just a few edits note below, would it be possible to make a quick update?

In addition, I will be pushing out the invitation to the following networks and partners to get the word out. I would love to give a special note of inclusion to LULAC and Moms Clean Airforce, who have worked with us on a Spanish language chat, come with a wide network and are interested in doing more on this issue. Once I send them the final invite I will be sure to introduce you in case they have any questions on the script.

Thanks again,

Amanda

Partners to invite:

@ LULAC

@ VocesVerdes

@ MamasAireLimpio

@GreenLatino

Pushing to networks:

- [redacted] National Hispanic Medical Association
- [redacted] Association of Hispanic Nurses
- [redacted] GreenLatinos Coalition
- [redacted] White House Hispanic Communications Team
- [redacted] VotoLatino
- [redacted] HACU
- [redacted] Hispanic Access

Edits to Spanish Invite:

At @EPAEspañol Handle

Mes de la Salud Infantil

The administrator is administradora not directora.

The Spanish handle could be #AireLimpioParaChicosSanos.. Can we add a Spanish handle or perhaps #AireLimpio

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Monday, September 15, 2014 3:51 PM
To: Walsh, Mary Claire
Cc: Aguirre, Amanda; Younes, Lina; Orquina, Jessica
Subject: #CleanAir4Kids Chat: Spanish Handles

Hi Mary Claire,

I hope you had a nice weekend. I'm excited that @AAPninossanos is interested in participating in our Twitter chat with EPA Administrator Gina McCarthy on Oct. 1.

I wanted to quickly introduce you to Amanda, Lina and Jessica at EPA, who handle the agency's Latino portfolio and administer their Spanish Twitter account, @EPAEspanol, so you can touch base before the chat.

Thanks!

Cassandra

From: Aguirre, Amanda [<mailto:Aguirre.Amanda@epa.gov>]
Sent: Friday, September 12, 2014 12:22 PM
To: Blohowiak, Cassandra; Carter-Jenkins, Shakeba; Orquina, Jessica
Cc: Enobakhare, Rosemary; Younes, Lina
Subject: RE: #CleanAir4Kids Chat

Hi Cassandra- It was great speaking with you as well! We are excited to be participating in this chat. I have some updates, and responses to your questions.

- Update on time: 2:00-3:00PM is now locked on the admins calendar, so there is no longer a conflict.
- I have looped Rosemary, who handles the Moms portfolio and will facilitate an invitation to Moms Clean Airforce to participate, they have also participated in hispanic focused chat in the past and I believe they have a Spanish language handle as well.
- Spanish Twitter is @EPAEspanol, you can loop me, Jessica and Lina Younes in with your team and we can take it from there. Lina Younes, cc'ed here manages the @EPAEspanol account. I handle the Latino portfolio so I can also loop in other hispanic groups once we chat with your team.
- These questions, look good! I have attached a couple of sample scripts, I included a read out of one of them, as well as blog post we did as a follow up in case the model is helpful.
- I will keep a look out for the invitation for approval, a Spanish language one would be great too.
- Administrator handle: @GinaEPA, we will retweet from @EPA
- Once we get a flyer approved, it would be great to have a promotion "package" with sample tweets and language to encourage additional groups to help us get the word out.

Have a great weekend! Don't hesitate to let me know, if I missed anything.

Amanda

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Thursday, September 11, 2014 3:25 PM
To: Aguirre, Amanda; Carter-Jenkins, Shakeba; Orquina, Jessica
Subject: #CleanAir4Kids Chat

Hi all,

It was so nice to speak with you this morning. We're really excited about hosting the upcoming #CleanAir4Kids chat with EPA and Administrator McCarthy.

Below, please find the list of questions I quickly read through on our call, followed by a list of potential partners to invite. Please let me know if you have additions or other edits to the list. I've also listed the AAP handles that we plan to invite to participate, and as I mentioned, we'll be reaching out to our #tweetiatricians, too. I did speak to the administrator of our Spanish handle (@AAPninossanos), and they are interested in participating! Would you be able to send me the contact info of the administrator of your Spanish handle, so I can connect them?

I'll go ahead and draft language for the Twitter chat invite and submit to you for approval – I will shoot to have that to you by Monday morning. Please let me know as soon as the time is finalized.

If you wouldn't mind forwarding an example script you've used before, we can format ours similarly and begin working on that right away.

Thanks, and please let me know if I've forgotten anything.

Cassandra

#CleanAir4Kids Twitter Chat

Hosted by the American Academy of Pediatrics

(Oct. 1 @ 2:30pm ET)

Proposed Questions:

Ex. 5 - Deliberative

Partners to invite:

American Lung Association ([@LungAssociation](#))

American Public Health Association ([@PublicHealth](#))

American Thoracic Society ([@ATScommunity](#))

American Heart Association ([@American_Heart](#))

National Association of County and City Health Officials ([@NACCHOalerts](#))

Association of State and Territorial Health Officials ([@ASTHO](#))

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[@AAPPres](#)

[@SandyHassinkMD](#)

[@TMCInerny](#)

[@errolalden](#)

[@healthychildren](#)

[@AAPninossanos](#)

Cassandra Blohowiak

Manager, Social Media Community | Department of Public Affairs

American Academy of Pediatrics | Washington, D.C.

cblohowiak@aap.org | 202.347.8600 (main)

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Orquina, Jessica
Sent: Wed 9/24/2014 1:21:59 AM
Subject: RE: Questions: Twitter Chat

Hi! Sorry this is so late - and I totally messed up your formatting. **Non-responsive**

Non-responsive

Let's chat tomorrow.

Jess

American Academy of Pediatrics Virtual Twitter Event Script

Wednesday, October 1, 2014, 2:00 PM - 3:00 PM ET

American Academy of Pediatrics: Twitter Chat

Call-in Information (Time): 2:00 PM

Dial-in Number: TBD

Leader Code:

Participant Code:

RSVP: <http://ow.ly/BLZBz>

Twitter: @GinaEPA

Partners: @AAPAcadPeds

Hashtag: #CleanAir4Kids

Promo Tweets:

- How does air quality impact child health? Join us to discuss #CleanAir4Kids w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- Start Child Health Month by discussing #CleanAir4Kids! Join @AmerAcadPeds chat w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- On 10/1 @ 2pm ET, we'll be discussing clean air and child health w/ @AmerAcadPeds & @GinaEPA! Follow #CleanAir4Kids to join in.

We hope you can join us!

Twitter chat outline:

Script Questions: A total of 11 questions will be asked during the chat— directed towards the Administrator (from AAP). The Administrator will be asked 11 Qs from 2:00 pm-2:30pmET, and is free to go after that time period. The chat will continue with participants and partners from 2:30-3:00 pm ET.

Questions for @GinaEPA:

1. October is Children's Health Month! How does air quality impact child health? #CleanAir4Kids

Climate change is supercharging health risks especially for our children. #CleanAir4Kids

Carbon pollution comes bundled with other harmful pollutants lthat cause respiratory problems like asthma. #CleanAir4Kids

2. What are the main sources of air pollution? #CleanAir4Kids

**Carbon pollution fuels climate change, and power plants are our nation's largest source.
#CleanAir4Kids**

**3. What medical conditions have been associated with air pollution? #CleanAir4Kids
#ActOnClimate**

**We know exposure to mercury is harmful for children & infants, it has adverse effects their
developing nervous systems. #CleanAir4Kids**

**4. Why are children disproportionately affected by air pollution? #CleanAir4Kids
#ActOnClimate**

**History shows that children's health has been a driving force for commonsense environmental
protection. #CleanAir4Kids**

**Children are more vulnerable to pollutants than adults because of biology and their
activities and play patterns. [#CleanAir4Kids](#)**

**5. What are other vulnerable populations that may be affected by poor air quality?
#CleanAir4Kids**

**Climate change could affect our society through impacts on a number of different social,
cultural, and natural resources. #CleanAir4Kids**

**Climate change could affect human health, infrastructure, transportation systems, & energy,
food, & water supplies. [#CleanAir4Kids](#)**

6. What are the short and long term impacts of air pollution on child health?
#CleanAir4Kids

Exposure to high levels of air pollution can cause a variety of adverse health outcomes.
#CleanAir4Kids

It increases the risk of respiratory infections, heart disease, stroke and lung cancer.
#CleanAir4Kids

Short and long term exposure to air pollutants have been associated with negative health impacts. #CleanAir4Kids

More severe impacts affect people who are already ill, children, the elderly and poor people.
#CleanAir4Kids

7. How does air quality impact climate? #CleanAir4Kids

ASK ALLISON DENNIS FOR A BETER ANSWER HERE

Climate change and air pollution are closely coupled. When energy from the sun reaches the Earth, the planet absorbs some of this energy and radiates the rest back to space as heat. ozone and particle pollution are strongly influenced by shifts in the weather.

8. What is the @EPA doing to address air quality & climate change?
#CleanAir4Kids

This past year brought tons of progress, including our proposed Clean Power Plan. #CleanAir4Kids

We've received more than 750,000 comments from health groups, industry groups, faith groups, parents and more. #CleanAir4

We want every good idea we can get, so we extended the public comment period through December 1st. #CleanAir4Kids

9. Why should the public care about clean air? #CleanAir4Kids

Our lives are connected to the climate. A warming climate will bring changes that can affect our water supplies, agriculture, power and transportation systems, the natural environment, and even our own health and safety.

10. How can we take action to improve air quality? #CleanAir4Kids

Our decisions today will shape the world our children and grandchildren will live in. #CleanAir4Kids

You can take steps at home, on the road, & in your office to reduce GHG emissions & the risks associated with climate change. #CleanAir4Kids

Many of these steps can save you money; some, like walking or biking to work can even improve your health! #CleanAir4Kids

11. What's the best way to get information about air quality and its impact on child health? #CleanAir4Kids

Read more about air quality and climate change at www.epa.gov/climatechange #CleanAir4Kids

You can also learn more about children's environmental health at <http://www2.epa.gov/children> #CleanAir4Kids

Follow Up Participant Qs:

TBD

Twitter chat script:

1. All tweets must include the #CleanAir4Kids

Ends: 3:00 pm ET

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Phone: 202-564-0446

Mobile: 202-322-8369

From: Carter-Jenkins, Shakeba

Sent: Tuesday, September 23, 2014 5:40 PM

To: Orquina, Jessica

Subject: Questions: Twitter Chat

Hi Jessica,

Non-responsive

See below. Some q's were combined. Thanks, Shakeba

Public Affairs Specialist
US Environmental Protection Agency
Office of the Administrator
Office of Public Engagement and
Environmental Education
202.564.6385

"I've learned that you can tell a lot about a person by the way (s)he handles these three things: a rainy day, lost luggage, and tangled Christmas tree lights." Maya Angelou

From: Blohowiak, Cassandra <cblohowiak@aap.org>

Sent: Tuesday, September 23, 2014 4:05:15 PM

To: Carter-Jenkins, Shakeba

Cc: Aguirre, Amanda

Subject: RE: Twitter Chat

Hi Shakeba,

Please find our initial draft of the script attached. As we were finalizing it, we realized that it made more sense to combine a few of the questions. Please take a look and let me know what you think. We've started tweeting about the chat and plan to do our big email push tomorrow. Also, our webpage is now fully updated with the Spanish language invite: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

Thanks!

Cassandra

From: Blohowiak, Cassandra
Sent: Monday, September 22, 2014 5:09 PM
To: 'Carter-Jenkins, Shakeba'
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

This sounds great! I would encourage you to use the #tweetiatrician hashtag, instead of the handle, as we don't tweet from that username.

Regarding partners, I was just planning to invite them to participate. This means that their logos would not be added to the invite.

Also, I've just received the Spanish translation from my team here. Please find it below. I'll add this language to our website landing page, as well.

Looking forward to chatting Thursday!

Thanks,

Cassandra

@AmerAcadPeds charla en twitter: La calidad del aire y la salud de los niños

De acuerdo con la Organización Mundial de la Salud, más del 80% de la carga para la salud de los cambios del clima afecta a los niños menores de cinco años de edad.

Mientras se acelera el cambio climático, los niños continuarán sufriendo desproporcionadamente porque ellos respiran más rápido y pasan más tiempo afuera y por lo tanto tienen más oportunidad de exponerse a los contaminantes.

Durante el mes de la salud infantil, únase a la American Academy of Pediatrics (AAP) el miércoles, 1 de octubre a las 2 p.m. hora del Este a una charla de Twitter para hablar sobre la importancia del aire puro y cómo la contaminación del aire impacta a la salud infantil. La AAP estará acompañada por Gina McCarthy, la directora de la Agencia de Protección Ambiental (EPA, por sus siglas en inglés), quien nos hará partícipes de cómo el Gobierno Federal está abordando el tema de la calidad del aire y cómo pueden los individuos participar activamente.

Para unirse a la conversación, use #CleanAir4Kids y siga [@AmerAcadPeds](#) y [@GinaEPA](#).

Póngase en contacto con la gerente de Comunidades en Redes Sociales de la AAP, Cassandra Blohowiak en cblohowiak@aap.org para obtener más información.

- **Qué:** Charla en Twitter sobre la calidad del aire y la salud de los niños
- **Anfitrión:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **Cuándo:** Miércoles, 1 de octubre de 2 p.m. – 3. p.m. hora del Este
- **Dónde:** Twitter; #CleanAir4Kids

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Monday, September 22, 2014 2:36 PM
To: Blohowiak, Cassandra
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

Hi Cassandra, Thank you for the quick turnaround and for posting the event on AAP website. In addition to the EPA Highlights Newsletter which is distributed on Thursday's to our stakeholder groups, we also plan to tweet the event announcement from the Administrator ([@GinaEPA](#)) and EPA's ([@EPA](#)) twitter accounts following [@AmerAcadPeds](#), using #CleanAir4Kids and [@tweetiatricians](#).

In regards to the groups you identified below as partners, will they be actively engaging in the twitter chat and able to raise their own scripted follow-up q's? Will the logos of these organizations be added to the event flyer?

I'll send you a meeting invitation for Thursday morning at 10:30 am. Please don't hesitate to contact me if you have any further questions. Thanks, Shakeba

From: Blohowiak, Cassandra [<mailto:cblohowiak@aap.org>]
Sent: Monday, September 22, 2014 1:27 PM
To: Carter-Jenkins, Shakeba
Cc: Aguirre, Amanda
Subject: RE: Twitter Chat

Hi Shakeba,

Thanks for checking in. Below, please find sample tweets and the final formatted invite that I would suggest we share with partners and other groups. We've also created a page on our website promoting the chat, so please feel free to point people to that, too. Here's the link: <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>. Who do you plan to send this to? We will plan to push this to the groups below and our #tweetiatricians:

- [redacted] American Lung Association (@LungAssociation)
- [redacted] American Public Health Association (@PublicHealth)
- [redacted] American Thoracic Society (@ATScommunity)
- [redacted] American Heart Association (@American_Heart)
- [redacted] National Association of County and City Health Officials (@NACCHOalerts)
- [redacted] Association of State and Territorial Health Officials (@ASTHO)
- [redacted] First Focus (@First_Focus)

We also plan to start tweeting about the chat this afternoon.

As a reminder, we're working to translate this invite into Spanish and will get you that language by Wednesday. I hope to have the initial draft of the script to you by tomorrow. I'll let you know if there is a delay of any sort – I don't anticipate any. I would be free Thursday morning for a dry run meeting.

Thanks!

Cassandra

Subject line: You're invited: Twitter Chat on Air Quality and Children's Health

According to the World Health Organization, more than 80% of the current health burden due to the changing climate occurs in children younger than five years old. As climate change accelerates, children will continue to suffer disproportionately because they breathe faster and spend more time outside, and therefore have a greater opportunity for exposure to pollutants.

During Child Health Month, join the American Academy of Pediatrics (AAP) on **Wednesday, Oct. 1 at 2 pm ET** for a Twitter chat to discuss the importance of clean air and how air pollution impacts child health. AAP will be joined by Environmental Protection Agency (EPA) Administrator Gina McCarthy, who will share how the federal government is addressing air quality and how individuals can take action.

To join the conversation, use **#CleanAir4Kids** and follow [@AmerAcadPeds](#) and [@GinaEPA](#).

Please contact AAP Social Media Community Manager Cassandra Blohowiak at cblohowiak@aap.org for more information.

- **What:** Twitter chat on air quality and children's health
- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1 from 2 pm – 3 pm ET
- **Where:** Twitter; #CleanAir4Kids

Here are a few example tweets to help get the word out:

- How does air quality impact child health? Join us to discuss #CleanAir4Kids w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- Start Child Health Month by discussing #CleanAir4Kids! Join @AmerAcadPeds chat w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- On 10/1 @ 2pm ET, we'll be discussing clean air and child health w/ @AmerAcadPeds & @GinaEPA! Follow #CleanAir4Kids to join in.

We hope you can join us!

From: Carter-Jenkins, Shakeba [<mailto:Carter-Jenkins.Shakeba@epa.gov>]
Sent: Monday, September 22, 2014 1:11 PM
To: Blohowiak, Cassandra
Subject: Twitter Chat

Hi Cassandra,

I hope that you enjoyed your weekend.

I wanted to flag for you that I have to clear the script and have all answers to the questions prior to our chat. Will the script be included in the promotional package that you are sending over today? If not, can you please send that to me as soon as possible.

Also, would love to have a dry run meeting this Thursday. What time are you available? In the meantime, if you have any questions or need anything from me please let me know. Best, Shakeba

Public Affairs Specialist

US Environmental Protection Agency

Office of External Affairs and Environmental Education

202.564.6385

"I've learned that you can tell a lot about a person by the way (s)he handles these three things: a rainy day, lost luggage, and tangled Christmas tree lights." Maya Angelou

Q. You're focusing a big portion of EPA's efforts on power plants, through the Clean Power Plan. Why power plants, and why now?

Today, about one-third of America's carbon pollution comes from power plants. But right now, there are no national limits to the amount of carbon pollution that existing plants can pump into the air we breathe.

We limit the amount of toxic chemicals like mercury, sulfur, and arsenic that power plants put in our air and water. But they can dump unlimited amounts of carbon pollution into the air. It's not smart, it's not safe, and it doesn't make sense.

Climate change endangers our health and safety. Warmer temperatures mean longer allergy seasons, more smog leading to more asthma and respiratory problems, and growing zones for disease vectors like mosquitoes. And 2012 was the second most expensive year in U.S. history for natural disasters like hurricanes and drought.

This proposal is about protecting our health, our economy, and our children's future, so the time to act is now.

Q. This summer you announced the first set of guidelines for existing power plants. What's the main thing the public can take away from the plan?

Acting on climate is about protecting our health, our homes, our local economies and our jobs. We don't have to choose between a healthy economy and a healthy environment. We can—and should—have both. Since EPA has existed, we've cut air pollution by 70 percent while GDP has more than tripled.

That's why under President Obama's direction, EPA has proposed commonsense carbon pollution standards for power plants. The standards are based on proven approaches states are already using, and they offer states flexibility in how they boost energy efficiency while cutting carbon pollution. In 2030 when states meet their goals, we'll reduce carbon pollution 30 percent from 2005 levels, protecting public health.

EPA's mission to protect public health and the environment is driven by our duty to protect those most vulnerable, including our children. Those protections don't get any more basic than clean air and a safe environment, so we have a moral obligation to act on climate.

Q. Before you launched the guidelines for existing power plants, you announced guidelines for new power plants. What's the difference for the newer guard?

In the Clean Air Act, Congress recognized that it's easier to build pollution control into the design of a source like a power plant before it gets constructed. Once the source is built, changing its design is harder. So the proposed standards require greater emissions reductions from new plants than existing ones.

The standards are in line with clean energy investments the power sector is already making. Under the proposal, the U.S. will continue to use a diverse mix of energy sources, including efficient natural gas, advanced coal technology, nuclear power, and renewable energy like wind and solar.

Q. What should we be worrying about the most, when we look at climate change and its health impacts?

Climate change impacts every facet of our economy—it threatens health, lives and livelihoods. But one health impact we're watching especially closely at EPA is asthma. We already limit pollutants like mercury, sulfur, and arsenic, but before our proposal, there were no limits on carbon pollution from power plants, our nation's largest source.

Health practitioners have an important role to play in managing environmental risks that impact human health because they are on the frontlines, seeing the health impacts of climate change.

Under the Clean Power Plan, in 2030 we'll cut pollution that causes smog and soot 25 percent. And in 2030 alone, we'll avoid up to 150,000 asthma attacks and 3,300 heart attacks -- with significant health benefits adding up well before then. That means lower medical bills and fewer trips to the emergency room for those most vulnerable like our children, our elderly, and low-income families and communities of color.

Q. What requirement do you think will have the biggest impact on the environment?

We'll see a lot of economic and environmental benefits from the Clean Power Plan. But one of the plan's greatest strengths is in the choices it leaves to states. We designed a flexible plan based on proven approaches that states are already adopting, letting states choose what will work best for them. This could include efficiency improvements at individual power plants, running cleaner power plants more often, using zero-emitting alternatives like wind and solar, or improving efficiency in homes and businesses. All of the above will help us accomplish our goals smoothly and affordably.

That said, we'll see big impacts in two areas: public health and innovation. The plan will improve air quality: less smog- and soot-forming pollution means healthier American kids, fewer sick days, and longer lives. And it will spur innovation and investment, helping build a world-leading clean energy economy, and helping the U.S. lead the fight against global climate change.

I've been pleased to see how this proposal is being received internationally. The President's Climate Action Plan, this proposal, and our programs to cut carbon pollution and improve fuel economy in the nation's transportation sector show that the United States is serious about protecting the climate.

Q. You've allowed states to build their own plans and timelines. What's the benefit of that flexibility?

Each state's goal is tailored to its own circumstances—based on where it currently gets its energy and where it has opportunities to modernize aging plants, increase efficiency, and cut pollution. Flexibility puts states in the driver's seat to reach their goals in whatever way works best for them.

States, cities, and businesses are already leading the way. Nine states in the Northeast and mid-Atlantic have teamed up to form the Regional Greenhouse Gas Initiative, a regional market-based program to reduce carbon pollution. Since 2009, these states have reinvested \$700 million in energy efficiency and clean energy sources. Many cities have plans in place to adapt to climate impacts and avoid the worst risks. Fortune 500 companies are revamping their

business strategies to lower climate risk. Our plan uses proven approaches that many states are already adopting.

Q. You've said these regulations will be a boon for public health, including reducing asthma. What improvements do you think we'll see, and when?

In 2030 alone, we'll avoid up to 150,000 asthma attacks and 3,300 heart attacks -- with significant health benefits adding up well before then. We have a moral obligation to our kids to fight climate change and keep our air clean and our climate safe for the health of the next generation.

Throughout October we will celebrate Children's Health Month. This is an important time to further the public health discussion with students, their parents, and health care practitioners.

As EPA works to finalize these carbon pollution standards next June, I urge doctors and health care professionals across the country to keep making their voices heard. They're making a huge difference already by educating themselves and their patients and calling for action. That's why Americans overwhelmingly want commonsense action on climate.

So speak up. Your voices are trusted. Comment on the rule by October 16, 2014 at <http://www2.epa.gov/carbon-pollution-standards/how-comment-clean-power-plan-proposed-rule> and share your thoughts on Facebook and Twitter using #ActonClimate.

Q. How do you see renewable energy coming into play with public health?

Health professionals know that the easiest ailment to treat is one that never develops. So by shifting to more renewable sources—like wind, solar, and biofuels—we prevent more of the harmful pollution that makes people sick.

Since 2009, wind energy in America has tripled and solar has grown ten-fold. Our nuclear fleet continues to supply zero carbon power. Homegrown clean energy is posting record revenues and creating jobs that can't be shipped overseas.

So while climate change is one of the greatest challenges of our time, I'm encouraged that everywhere I go I find that the majority of Americans want EPA to act, and that President Obama is determined to leave our planet safer for our children and for future generations.

SCHEDULE PROPOSAL FOR ADMINISTRATOR

TODAY'S DATE: 8/19/14

Requesting Office: Office of Public Engagement**Event / Meeting:** Twitter Chat**WHO:** American Academy of Pediatrics

Purpose: This twitter chat discussion in partnership with the American Academy of Pediatrics is to promote the Administrator's column and EPA message through social media during the month of August. This social media campaign would also be an opportunity to discuss with the public health stakeholders how and why communities should get involved with Children's Health Month, in October, the Clean Power Plan (111D Proposal) — specifically, the new guidelines for existing power plants that she introduced earlier this summer, and guidelines for new plants, along with other EPA planned activities.

The Administrator's AAP article was published on August 1, 2014. A copy for review is on page 2 of this document.

Background: AAP News, the official newsmagazine of the American Academy of Pediatrics and its 62,000 members, is dedicated to informing, educating and inspiring readers on matters related to pediatric health care and the Academy. Its content includes news and feature stories, commentaries and regular columns, largely written by AAP members and AAP News staff.

General Information

Twitter Account: @AmerAcadPeds

Followers: 28.2K

Event Date: September 24, 2014**Time/Length:** 30 mins**Location:** Administrator's Office**Contacts:** Brian Bond, Amanda Aguirre, Shakeba Carter-Jenkins, OPE

Guest Commentary

Most compelling reason to act on climate: our children's health

1. Gina McCarthy, Administrator, U.S. Environmental Protection Agency

I didn't plan for a life built around protecting the environment. In fact, I started my career as a health agent in Canton, Mass. But at some point I realized that at its core, the issue of a clean environment is a matter of public health — and our children are particularly vulnerable to environmental health hazards.



McCarthy

The Environmental Protection Agency's (EPA) responsibility to protect public health and the environment is driven in large part by our duty to protect our kids. Today, climate change is supercharging health risks especially for our children.

Carbon pollution fuels climate change, and power plants are our nation's largest source. That carbon pollution comes bundled with other harmful pollutants like nitrogen oxide and sulfur dioxide that cause respiratory problems like asthma, especially among children. Although the United States already limits power plant pollutants like mercury and arsenic, there are no limits on carbon pollution.

I'm encouraged to see pediatricians nationwide educating families and calling for action. You're making a difference already. Surveys continue to show that a majority of Americans recognize climate change as a threat and want commonsense limits on carbon pollution. And the most compelling reason cited is — you guessed it — our children. But we have a lot of work left to do.

Pediatric Environmental Health Specialty Units across the country provide advice on environmental causes of illness in children. We know that climate-related health risks are disproportionately higher for communities of color, lower-income families and tribal populations that deal with relatively higher rates of asthma and exposure. Pediatric health professionals have an obligation to sharpen their understanding of the health effects of poor air quality in a changing

climate — because there's no voice more credible than public health professionals to convey that our climate crisis is a public health crisis. That's why the American Academy of Pediatrics has called for reducing carbon pollution, and public health organizations nationwide have done the same.

On June 2, the EPA answered that call by proposing standards to limit carbon pollution from power plants. Our standards would not only cut carbon pollution by 30% in 2030, they'll also slash other harmful pollutants that threaten respiratory and cardiovascular health. In the first year those standards go into effect, they'll help avoid up to 100,000 asthma attacks and 2,100 heart attacks.

History shows that children's health has been a driving force for commonsense environmental protection. For example, we know exposure to mercury in the womb harms the developing nervous system and has adverse effects on cognitive thinking and fine motor skills. That's why we have environmental protections in place to reduce mercury exposure. Similarly, our medical understanding that lead in our kids' blood impedes brain development propelled us to phase out toxic leaded gasoline. And learning about the risks of secondhand smoke fueled a movement that has led to a dramatically healthier environment for our children.

The public health community's voice has always been vital; with climate change, our obligation to speak for children's health and act to protect it is as clear as ever.

As the EPA works to finalize carbon pollution standards next June, I urge pediatricians across the country to keep making your voices heard. Speak up at our public listening sessions, comment on the rule itself, and share your thoughts on Facebook and Twitter using the hashtag #ActOnClimate. All health professionals can agree that the easiest ailment to treat is one that never develops. As pediatricians, as public servants and as parents, let's fulfill our obligation to this generation and beyond by acting on climate change.

From: Copland, Rick
Required Attendees: Lori Tussey
Location: DCAdobeOAR500Seminar/DC-1310L-OAR
Importance: Normal
Subject: CPP Webinar
Start Date/Time: Wed 9/10/2014 4:00:00 PM
End Date/Time: Wed 9/10/2014 9:00:00 PM

<https://epa.connectsolutions.com/industrystakeholders/>

Room C 535-I

Phone Number (presenters only)

Conference code

Weekly Web/Social Media Stats
October 27, 2014 thru November 3, 2014

Non-responsive

Social Media Summary

Description	Total	Weekly Change
Administrator Twitter followers	13,506	86
Administrator Facebook fans	2,210	12
EPA Twitter followers	242,053	1,030
EPA Facebook fans	129,015	1,078
EPA Google+ fans	268,180	1,582
EPA YouTube subscribers	6,848	28
EPA YouTube video views	1,073,181	6,705
HQ News Release email subscribers	120,483	63
Go Green email subscribers	83,483	125
Public Engagement Highlights subscribers	28,513	123

Twitter Followers

Account	Followers	Weekly Change
Administrator - @GinaEPA	13,506	86
Main – @EPA	242,053	1,030
Blog – @Greenversations	47,481	80
Live tweeting (only used sporadically) - @EPALive	4,826	16
Spanish - @EPAespanol	9,837	-1
Job Openings - @EPAjobs	4,903	10
OW: wetlands, oceans, watersheds	58,202	317
OAR: Clean Air Markets	5,057	33
Research	58,070	258
Indoor airPLUS	3,608	3
EnergyStar	47,256	244
Smart Growth	9,750	23
Watersense	11,797	75
Green Building	27,578	125
Burn Wise	897	6
AIRNow	1,307	2
Energy Star Homes	4,979	56
Energy Star Buildings	13,443	57

Clean Up Tech	650	0
Green Chill	384	2
Climate Center	2,111	20
Cameron Davis	791	3
Great Lakes	3,959	17
Region 1	8,643	6
Region 2	10,513	23
Region 3	9,258	17
Region 4	2,096	12
Region 6	4,659	0
Region 8	1,107	12
Region 9	7,353	7
Region 10	1,381	9
Columbia River	2,748	2
OITA All Nations	122	3

Facebook Fans

Page	Fans	Weekly Change
Administrator	2,210	12
Main	129,015	1,078
Spanish	7,397	161
Water is Worth It	10,519	119
AIRNow	3,618	5
US-Mexico Border Waste Forum	939	0
Energy Star	31,327	241
Clean Air Markets	3,877	97
WaterSense	7,390	83
Design for the Environment	8,474	131
Indoor airPLUS	2,446	56

P3	1,385	2
Burn Wise	490	1
Housatonic River	325	3
Clean Up Technology	398	1
Scientific Diving Program	1,348	19
Gowanus Canal Group	597	-2
Pompton Lakes/DuPont Group	96	0
AMCO Superfund Site	98	0
Selma Superfund Site	45	0
West Oakland Lead Project	103	0
Coeur d'Alene Basin	204	0
American Indian Environmental Office	182	0
Region 1	292	3
Region 2	6,545	162
Region 3	270	5
Region 4	1,540	42
Region 5	814	2
Region 6	9,927	239
Region 7	2,958	106
Region 8	1,271	9
Region 9	12,390	216
Region 10	634	2

Blogs: Most Popular Posts Across All Blogs

Title	Blog	Page Views
Non-responsive		
Climate Change and the Dry Wild West Part 2	It's Our Environment	213
Non-responsive		
Which are this Year's Innovators tackling Climate Change and Promoting Energy Efficiency	EPA Connect	200
Non-responsive		

Videos

Most-Viewed Videos This Period

Title	Views
Non-responsive	
Clean Power Plan Explained	171

Most-Viewed Videos of All Time

Title	Date Posted	Total Views
Non-responsive		
Clean Power Plan Explained	6/30/09	18,643

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Spanish - @EPAespanol	9,837	-1
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Pompton Lakes/DuPont Group	96	0
AMCO Superfund Site	98	0
Selma Superfund Site	45	0
West Oakland Lead Project	103	0
Coeur d'Alene Basin	204	0
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Which are this Year's Innovators tackling Climate Change and Promoting Energy Efficiency	EPA Connect	200
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Videos

Most-Viewed Videos This Period

Title	Views
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Clean Power Plan Explained	171

Most-Viewed Videos of All Time

Title	Date Posted	Total Views
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Clean Power Plan Explained	6/30/09	18,643

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Under President Obama's Climate Action Plan, a Year of Progress at EPA

Climate change supercharges risks to our health, our economy, and our way of life. On behalf of our kids and future generations—we have a moral obligation to act. That's why in June, 2013, President Obama unveiled his [Climate Action Plan](#) to cut the harmful carbon pollution fueling climate change, build a more resilient nation to face climate impacts today, and lead the world in our global climate fight.

As part of the President's plan—he called on EPA to act. And over this past year, we've been answering that call.

- In September, 2013, we proposed standards to limit carbon pollution from new power plants yet to be built. This past June, we proposed carbon pollution standards for existing power plants by laying out a Clean Power Plan. Both of our proposals were built from extensive outreach and advice from states, cities, industry and the public. We're continuing those crucial conversations on standards for existing plants throughout a 120-day comment period which closes on October 16, 2014. We plan to finalize standards for existing plants in June, 2015. Cutting carbon pollution from power plants—and all the pollution that comes packaged with it—will mean thousands of fewer heart attacks, and tens of thousands fewer asthma attacks, especially for our kids.
- We know carbon pollution isn't just about power plants. We're building on historic progress on fuel efficiency standards by working to make post-2018 heavy duty trucks more efficient, too—bolstering energy security, spurring innovation, and saving money. Fuel efficiency means we fill up less often, saving money at the pump, while cutting huge amounts of carbon pollution. It's a win-win.
- EPA isn't going it alone. We've made tremendous progress across the Administration under the President's leadership. We've permitted a record amount of clean energy projects on public lands, and we've stepped up appliance efficiency standards that cut pollution and cut costs for families and businesses. In fact, since the President took office, the energy we get from wind has tripled and solar has grown ten-fold.
- Recognizing the need for an all-of-the-above approach to develop homegrown energy, along with the need for commonsense steps to cut carbon pollution, the President released a Strategy to Reduce Methane Emissions that maps out steps to measure and reduce emissions of this potent greenhouse gas. At EPA, we've sought peer and public review and we're looking at the input we received so far, with the aim of identifying our next steps this fall. We also announced a roadmap for the [Natural Gas STAR GOLD](#) partnership program, which will officially launch by the end of the year. Basically, we're adding another level of recognition to our successful Natural Gas Star program to encourage member companies to do more to reduce more pollution.
- Cutting greenhouse gas pollution is just part of the picture. We have to build more resilient communities to face climate impacts today. By upgrading programs and tools—like EPA's upgraded Stormwater Calculator—we're helping mayors and governors incorporate climate considerations in the way they build and run their cities as they deal with the costs of rising seas and more frequent and intense floods, fires, and storms.

By committing to cleaner energy sources and cutting energy waste, we can encourage investment and

unleash market forces that will create jobs in a modern 21st century power sector, all while cutting pollution and reducing health risks. Cities and states have been leading the way on climate action because they know the economic and environmental benefits are too great to leave on the table. That's why Americans nationwide overwhelmingly support action to limit carbon pollution and develop and deploy more clean energy. And time after time, the Supreme Court has reaffirmed our obligation under the Clean Air Act to protect public health through commonsense climate action.

A year ago, there's a reason President Obama delivered his big climate speech to students. We have a moral obligation to ensure the world we leave future generations is safe, healthy, and full of opportunity. Although we've taken big steps forward at EPA and around the Administration in the past year under the Climate Action Plan, we have a lot more to do. For the sake of our families today and our kids' future, let's keep the momentum going.

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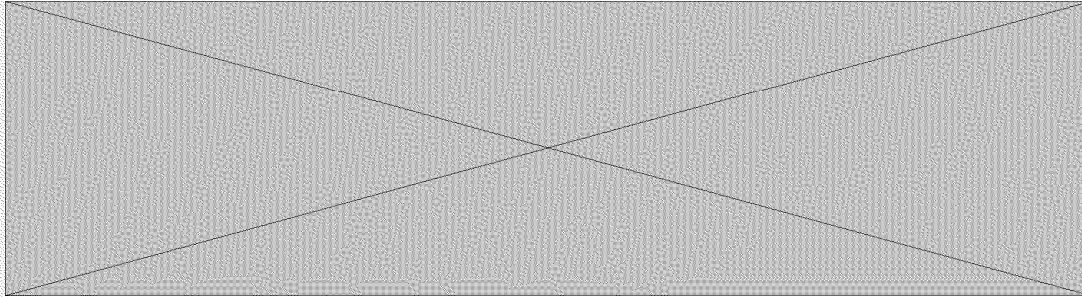
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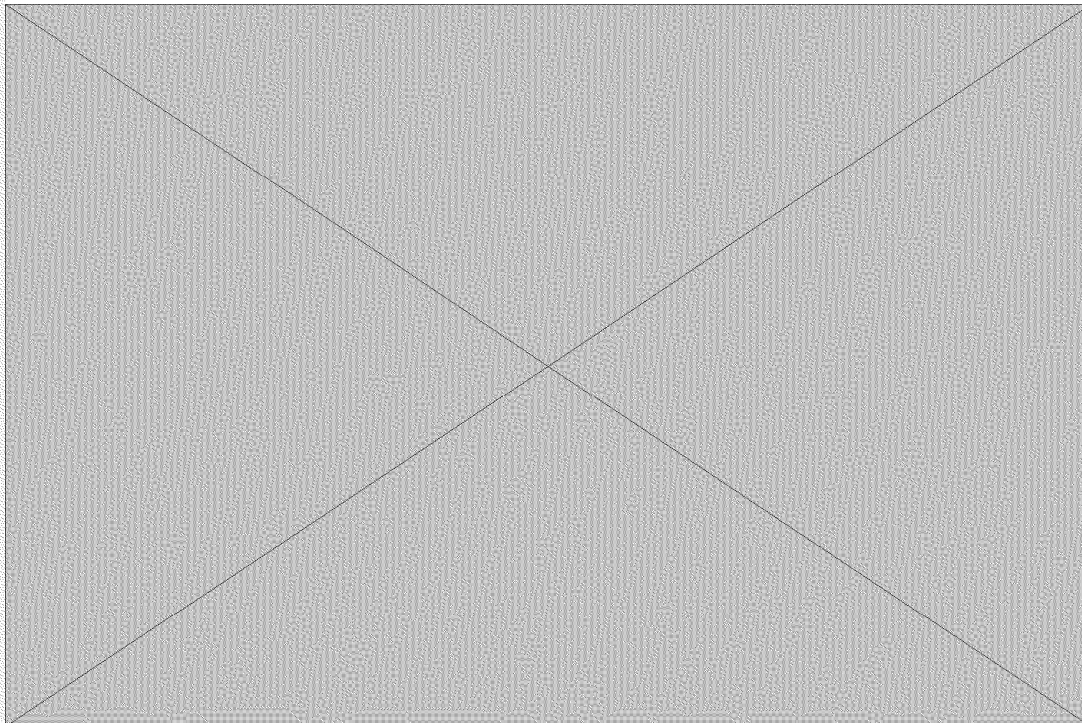
To: Slotkin, Ron[slotkin.ron@epa.gov]
From: U.S. Environmental Protection Agency
Sent: Thur 9/18/2014 3:04:34 PM
Subject: EPA Highlights



•EPA Extends Comment Period for Clean Power Plan

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EPA Extends Comment Period for Clean Power Plan



EPA has extended the comment period for the Clean Power Plan proposal until **December 1, 2014**. The proposed plan, a part of the President's Climate Action Plan, is the first to cut carbon pollution from existing power plants. The **proposal will protect public health, move the US toward a cleaner environment and fight climate change**, while supplying

Americans with reliable and affordable power. **Learn how to comment** on the Clean Power Plan **here**. **<http://go.usa.gov/pkeh>**

Watch a video explanation of the Clean Power Plan rule **here**. **http://youtu.be/AcNTGX_d8mY**

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